

LIFE



PHYLLIS CALVERT

JUNE 14, 1948

20

CENTS

YEARLY SUBSCRIPTION \$6.00

"Competition is good for a girl!"

Ever since Sue moved next door to me here in Chicago, we've been amiable rivals. *She* beat me out in the Metropolitan tennis matches. *I* took first in the Star Boat Class at the Jackson Park Yacht Club. We both got engaged the same night (different men!). Now we're trying to outdo each other in our hope chests!

Sue went one up with her Aunt May's silver coffee service. Then I sprang my prize. "Behold," I beamed, unveiling a dazzling array of Cannon Percale Sheets. "I'm having *these* for every bed in the house!" Sue's no dummy. "Hmm," she said respectfully. "Mighty luxurious! Been robbing banks, dear?"

"Only my own small piggy variety," I told Sue. "These beauties are Cannon Percale Sheets—and they cost only a *little* more than heavy-duty muslins! Did you ever *feel* anything so heavenly—since you got your last gardenia?"

"Percale is luscious—but is it practical, pet?" Sue needled. I smiled gently. "Utterly! My dreamy Cannon Percaloes have 25% more threads per inch than best-grade muslins. Everybody says they wear like magic. And they're so fine-woven and light that bedmaking and laundering are easier!" Sue surrendered. "Score! This time I'll be a copycat—and like it!"



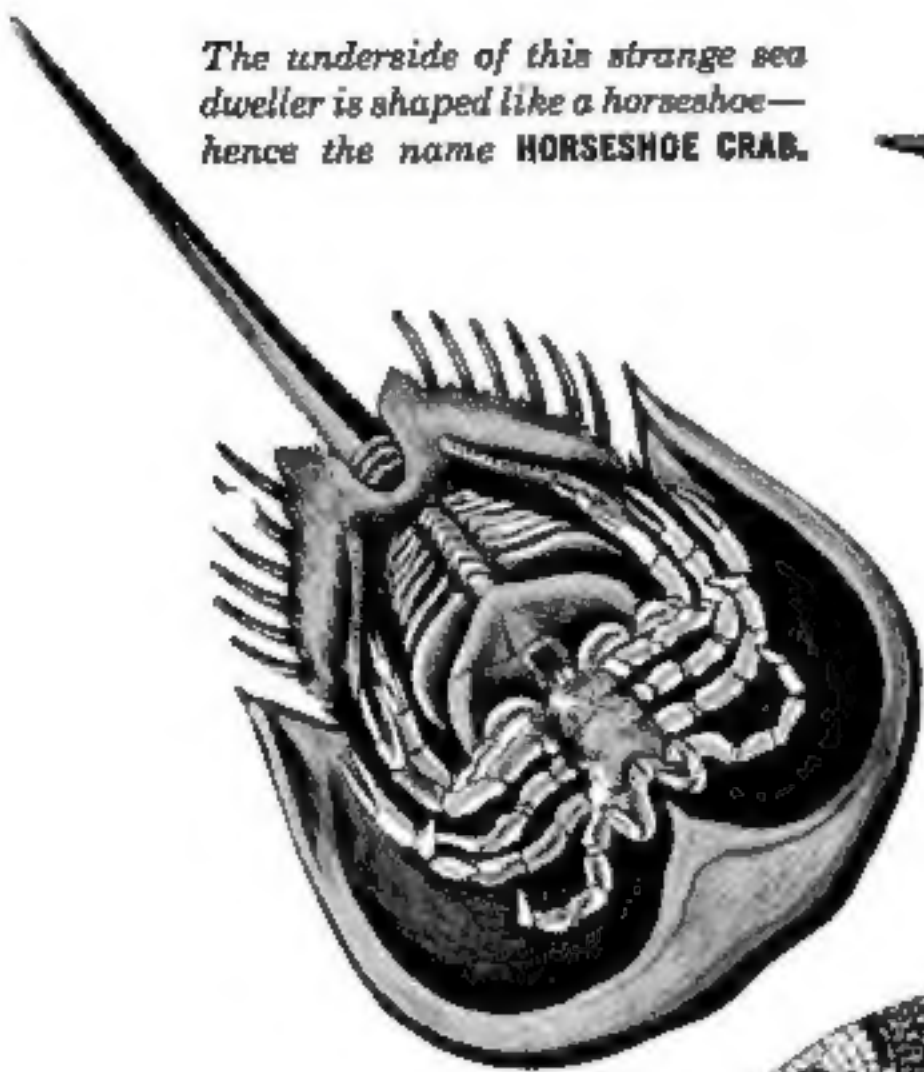
CDPR, 1948, CANNON MILLS, INC.



Cannon Percale Sheets

Cannon Towels • Stockings • Blankets ★
Cannon Mills, Inc., New York 13, N. Y.

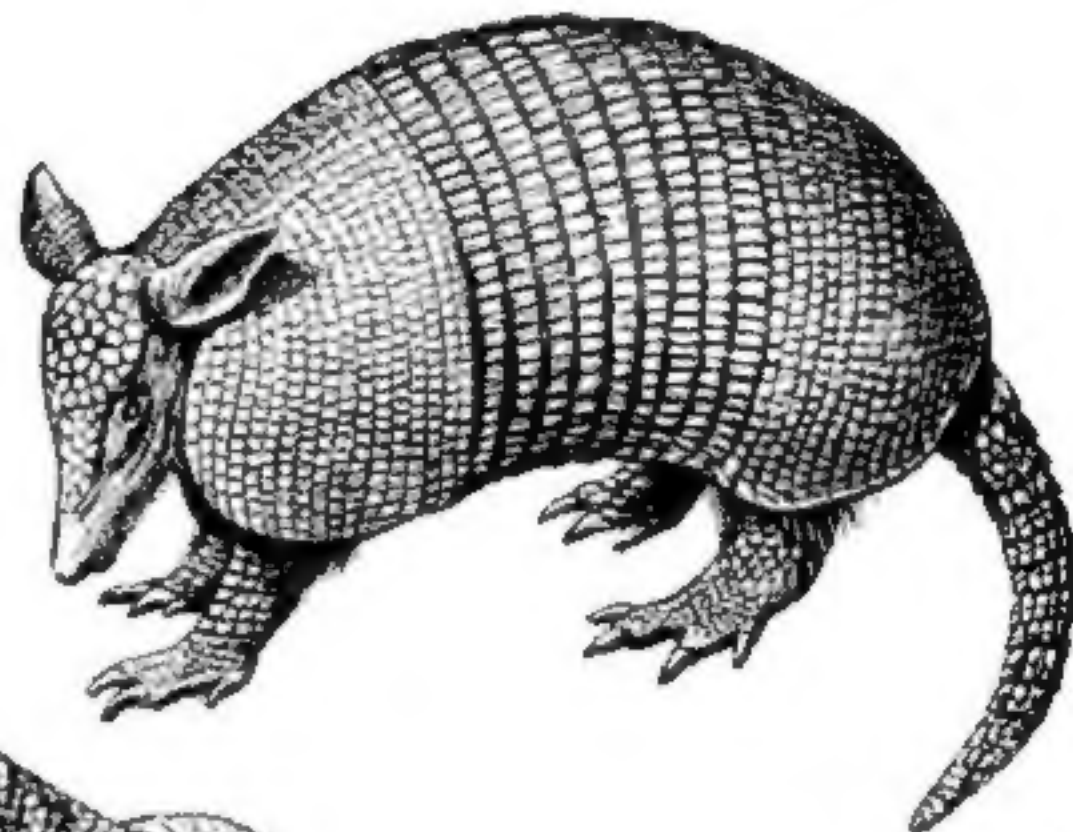
The underside of this strange sea dweller is shaped like a horseshoe—hence the name **HORSESHOE CRAB**.



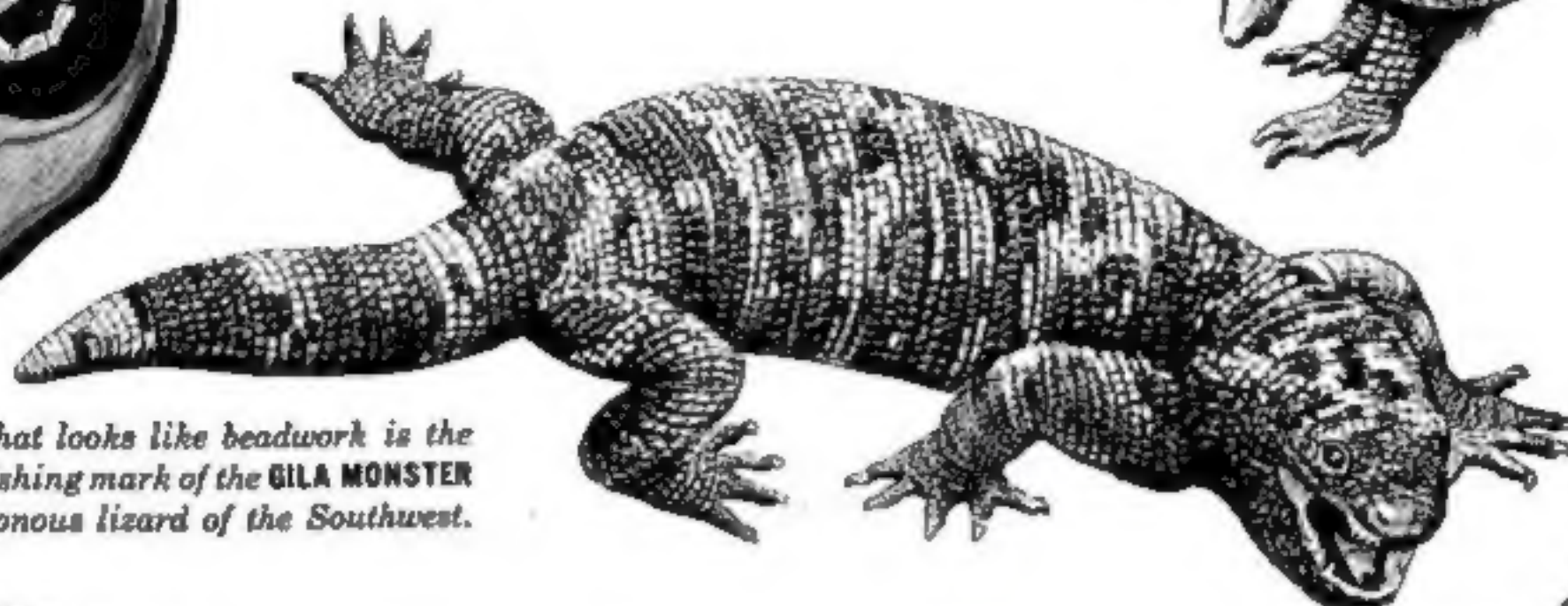
This underground dweller is identified by a 22-point star that he wears on his nose. He's a **STAR-NOSED MOLE**.



A suit of armor made up of a series of bony plates and rings marks the prehistoric-looking **ARMADILLO**.



A skin that looks like beadwork is the distinguishing mark of the **GILA MONSTER**—a poisonous lizard of the Southwest.



When you meet these odd creatures
"THE TRADE-MARKS"
OF NATURE*
 identify them for you

*Prepared in cooperation with specialists of the American Museum of Natural History, N. Y.

A furry web between front and hind legs, which enables him to glide through the air, identifies the **FLYING SQUIRREL**.



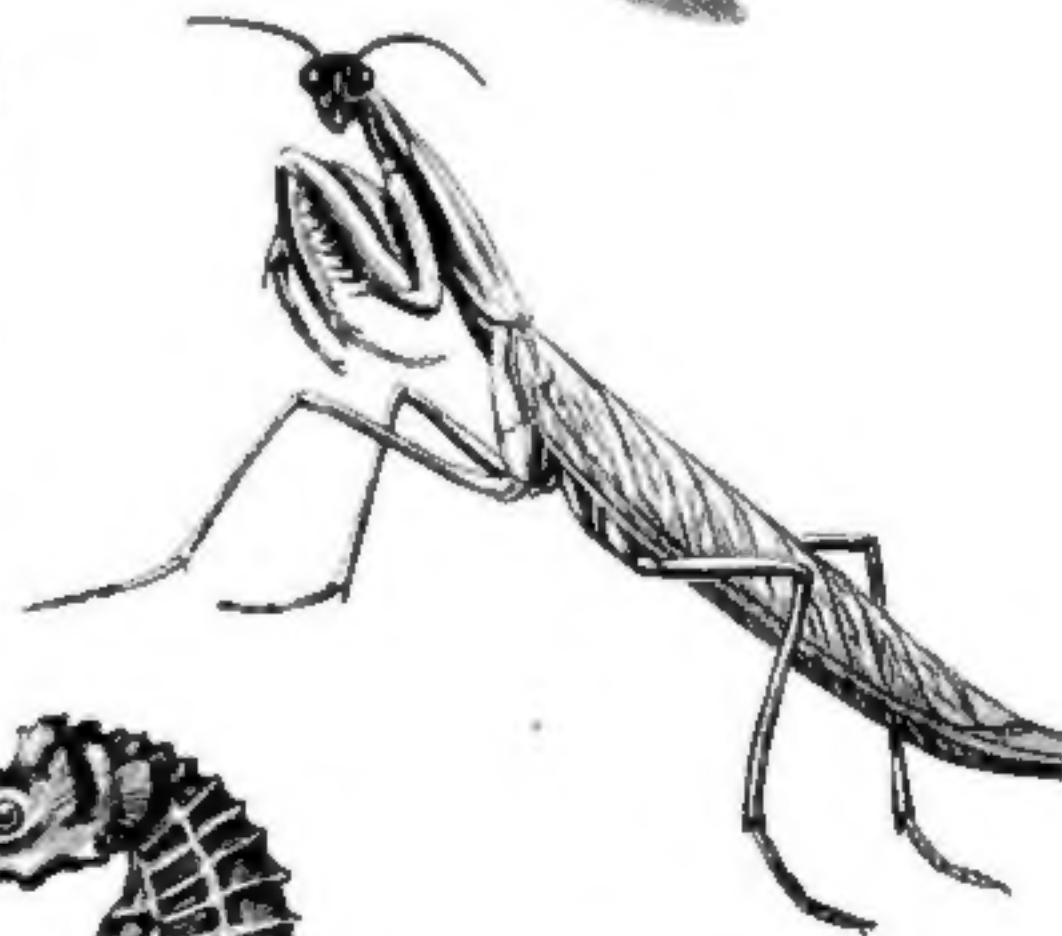
You can see why this little rodent is called a **KANGAROO RAT**. He jumps around very much like a kangaroo.



When you buy gasoline
"THE TRADE-MARK"
"ETHYL"
 identifies gasoline stepped up with "Ethyl" antiknock compound

To get the best performance from your car, use high quality gasoline improved with "Ethyl" antiknock fluid—the famous ingredient that steps up power and performance.

To show you their best gasoline contains "Ethyl" antiknock compound, oil companies display "Ethyl" trade-marks on their gasoline pumps. "Ethyl" fluid is made by Ethyl Corporation, New York 17, New York.



The characteristic "praying" attitude distinguishes the **PRAYING MANTIS**—a useful insect that eats other insects.



This is a species of pipe-fish, and you can readily see why it's called a **SEA-HORSE**.

This One



NF5P-YDQ-P5DJ

Working Out with Bobby Riggs

"Retriever" Riggs—the man who returns the impossible! U.S. Pro Tennis Champ '46, '47. Puts in 3 tough practice hours a day. Bobby's court workouts under sizzling sun are mighty tough on his hair—so he plays safe with Vitalis.



"My hair stays in great shape in spite of summer sun and soaking showers—thanks to the Vitalis '60-Second Workout,'" says Bobby Riggs. Don't let summer give your hair a licking! Take care of it like top-flight men all over the map. Get Vitalis today!



Product of Bristol-Myers

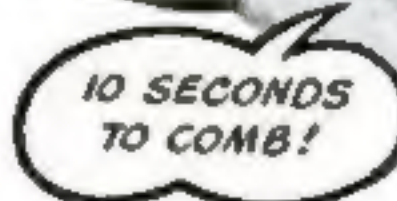
here's how the

Vitalis "60-Second Workout"

keeps hair summerproofed and handsome



Massaging Vitalis' pure vegetable oils on sun-baked scalp protects hair from harmful, drying effects of sun, wind, water. Routs loose dandruff. Helps check excessive falling hair.



Now hair is no longer dull, brittle, hard to handle. Looks naturally well-groomed. No greasy, "patent-leather" shine—Vitalis contains no mineral oil. For a complete summer hair-conditioning, use Vitalis!

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Vitalis and Sautube are Bristol-Myers trade marks

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COMBS**

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... THROUGH CHEMISTRY

New B.F. Goodrich tire rides your car on a velvet pillow



YOU'RE floating! You're gliding! You're soaring!
It's as if your whole car were nestled on a velvet pillow that smothers every bump and jolt.

In the new B. F. Goodrich *Premium Quality* Silvertown, advanced engineering technique combines a larger air chamber with less air pressure for a noticeably softer ride. Steering is easier, road fight reduced.

To this new concept of tire design are added quality features never before combined in one tire, producing the finest tire ever built. Stronger rayon cords and double-thick nylon shock shields give nearly double the bruise resistance of ordinary tires. Wider tread and scientific tread design lessen skidding hazards, reduce road hum—greatly extend tire mileage. Gleaming white sidewalls, unmarred by markings, enhance the beauty of any car.

This B. F. Goodrich *Premium Quality* tire offers you the utmost in tire performance. A set can be installed right on your present car without affecting gear ratios or speedometer.

Research keeps
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First in Rubber

Prem goes to a Porch Party

"... TEMPTING WAY TO MAKE LEFT-OVERS GO 'ROUND"

Martha Logan

Swift's
Prem

*New Snack-Sauces, too!

Let's say the day's warm... no time for hot cookery... dabs of this and that in the refrigerator, too good to waste, but not enough for everybody. Idea! Just open a can of Prem and prepare an abundance of cool, delectable goodness like this. Prem, you know, adds

more than one meat to the assortment. (Remember, Prem is different... it's the one with tender beef added.) It's both pork and beef happily blended Swift's special way, and ready-cooked for savory eating, hot or cold. Try it and see how much better you like it.

Martha Logan's PREM PORCH-PARTY PLATE

—cool delights for every taste, made ample by Prem's delicious combination of pork and tender beef.

Arrange on chilled chop plate thinly sliced Prem with slices of leftover chicken or roast meat and macaroni or

potato salad. Garnish with crisp greens, deviled eggs, olives. Serve with these Take-Your-Choice Snack Sauces.

- * 1. **Horseradish Sauce**—Whip $\frac{1}{2}$ cup sweet or sour cream until stiff. Fold in $\frac{1}{4}$ teaspoon salt, 3 to 4 tablespoons grated horseradish, 1 teaspoon vinegar. Makes 1 cup.
2. **Mustard Sauce**—Combine $\frac{1}{2}$ cup mayonnaise and 1 tablespoon prepared mustard. Capers or coarsely chopped cucumber pickles may be added. Makes $\frac{1}{2}$ cup.
3. **Ruby Sauce**—Using a fork, break 1 cup of currant or other tart red jelly into small pieces but do not beat. Add $1\frac{1}{2}$ tablespoons coarsely grated orange rind. Chill at least an hour. Makes 1 cup. All three add tempting relish to **THAT DELICIOUS COMBINATION**

OF PORK AND TENDER BEEF...

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FOOD

for
Father's Day
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Father's Nights



Pleetway Pajamas are the world's only pajamas with this patent-protected sleeping comfort system, to help assure a night of sound sleep. Among the featured Pleetways for Father's Day giving, better dealers are now showing Pleetways in Dan River fabrics, in exclusive styles.

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SIDE TABS: Five size adjustments, with elastic inserts, assure a perfect, permanent fit at the waistline, with no binding and no bunching to wake you.

*BALLOON SEAT: No scratch-cutting under seams to wake you in your sleep. U.S. Patent Number 1740554. Trade Mark Registered Number 305554.



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Write for free booklet "How to Sleep Blissfully," and the name of your nearest dealer. Stadium Mfg. Co., Inc., Empire State Bldg., New York City 1

LIFE'S REPORTS

ANNA ON THE AUTOBAHN

Hitler's superhighway is a road of despair
by PERCY KNAUTH

Under the rain-filled sky along the broad concrete highway that seemed to stretch unendingly out of Berlin into an infinite distance of sky, trees and sandy earth, the ancient truck clattered and groaned, its charcoal-gas boiler spouting thick, yellow smoke that smelled strangely like the rich sausage smell of a well-stocked butcher shop. The boiler substituted painfully for gasoline, and every now and then the truck had to stop, the driver would get out, stir with a long rod in the glowing mess inside and throw in a few more pieces of wood.

For two hours Anna, crouched behind the cab, had been trying to fix her mind on something far away. It didn't work. She faced the facts again: her family was near starvation and she was hitchhiking out to the big truck-garden areas with an old wool dress, a worn-out pair of shoes and 20 cigarets in her rucksack in the hope of trading these items for potatoes.

She looked out at the Autobahn streaming past below the wheels. The "People's Highway," she thought bitterly. The road of joy for every German which had been cynically built for war. It was a road of misery now, a cold and brutal highway for the poor, the starving, the refugees and the pursued.

The truck lurched and slowed, its brakes squealing. A policeman's head swam into view. He clambered in over the tail gate. No one looked at him, no one spoke. The policeman glanced at the passengers briefly, then asked, "Are there any rationed goods aboard this truck?"

The people raised their eyes,

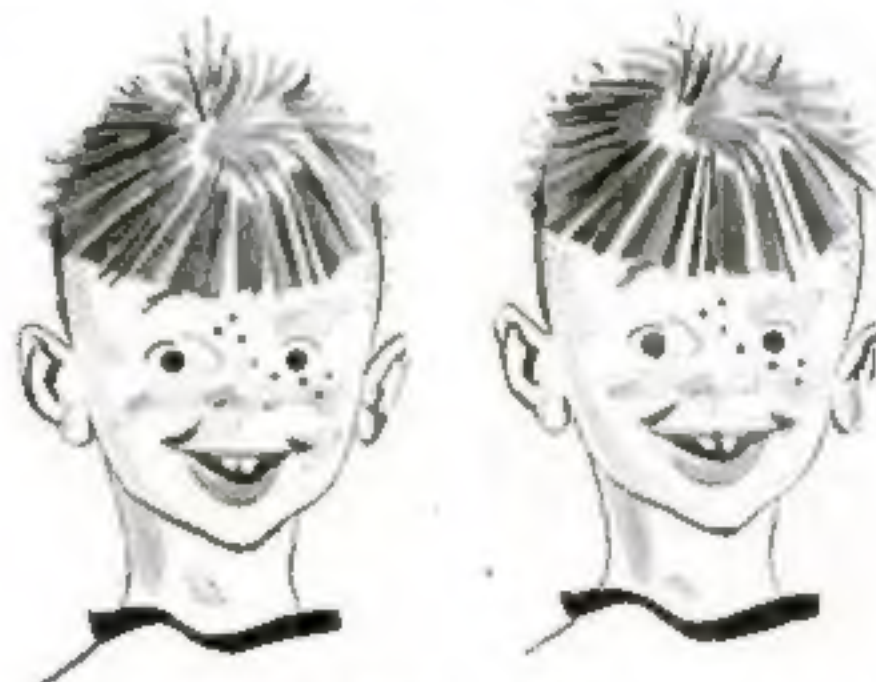
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They **LOOK** alike...



They **ARE** alike...



They're **IDENTICAL TWINS!**

• Just as Genuine Ford Parts are identical twins of the parts built into your Ford at the factory... Because they're made right to fit right and last longer, you'll find that insisting on Genuine Ford Parts will save you time and money and stretch your Ford's life. Look for the Genuine Ford Parts sign at all Ford Dealers and selected independent garages.



Double Proof
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This Sign and this Seal are twin assurances of Genuine Ford Parts for your Ford. The Sign shows where to buy them... the Seal is placed in your car after the service job is done to show that Genuine Ford Parts have been used. Get into that good habit of looking for both.

Mealtime Adventures

by BEATRICE COOKE



For the ideal dessert of all time, I'd like to nominate *ice cream*! No fixing, no baking, no fretting about "shortness" or falling . . . You just serve it! And what a pleasure to watch everyone enjoy it! Naturally, the better the ice cream, the happier the family. So the choice at my house is MEADOW GOLD. I'm fully convinced, there's no other ice cream like it for purity, flavor and all-around quality. That's why I recommend it to you. Try some for dinner tonight. See if you don't agree . . . it's the smoothest, creamiest, most delicious ice cream that ever "came to table" at your house!



Oh yes . . . do you like chocolate sundaes? Just mix $\frac{1}{4}$ cup of boiling water with a cup of Chox instant hot chocolate. Makes a grand, thick chocolate sauce in a jiffy!

You'll love CHOX as a drink, of course. So rich because the pure chocolate, sugar, and fresh whole milk are already in it. And imagine! Hot water is absolutely *all* you have to add . . . for a marvelous cup of truly satisfying hot chocolate. I never heard of a thriftier way to make good hot chocolate—did you? I know your whole family will be CHOX fans once you introduce them to this marvelous drink. So ask your grocer for CHOX today—please do!



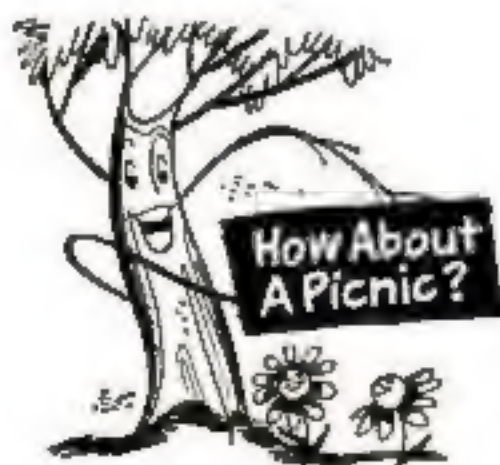
Do You Come To Breakfast With A Sleepy Appetite?

Then let me suggest what I call my "good morning glass" . . . Bright red, sparkling VEGAMATO COCKTAIL! This cheery little waker-upper is a wonderful combination of 7 vitamin-rich vegetable juices . . . with real lemon for added dash! The gay ruby color is exciting just to see! And what a flavor! No single vegetable juice could possibly match the delightful blend in VEGAMATO! Pick up a few cans at your grocer's today—and see if I'm not right! VEGAMATO has lots of cooking uses, too, you know. For instance there's this appetite stimulator . . .

Jiffy Vegamato Aspic

2 cups Vegamato $\frac{1}{2}$ cup cold water
1 package (envelope) plain gelatin
2 tsp. sugar pinch of salt
2 tbsp. vinegar or lemon juice.

Soak gelatin in the cold water while Vegamato is heating. When Vegamato nears boil, add gelatin and stir until dissolved. Add sugar, salt, vinegar. Pour into pan, dish, or individual molds. Serve on crisp lettuce leaves.



Just pack a gay lunch—and go! And please let me suggest that you liven the lunch with SMOOZETTE sandwiches. If you like a smooth cheese spread which has a fine aged Cheddar flavor, you'll really relish SMOOZETTE. Pick up a half-pound in its smart blue package, at your grocer's. (Or, for economy, get the two-pound loaf.) I promise, your SMOOZETTE sandwiches will disappear like magic! See you soon.

Copyright 1948, Beatrice Foods Co.



I've seen it done with just a single outstanding recipe! And here's a recipe that can do it for you:

Shrimp De Jongh

3 lb. fresh giant shrimp
(canned shrimp is all right)
1 tsp. salt 1 clove of garlic
 $\frac{1}{4}$ lb. Meadow Gold Butter
1 cup fresh bread crumbs
4 tbsp. minced parsley
 $\frac{1}{2}$ cup cooking sherry
Dash of cayenne pepper
Dash of paprika

Place the canned shrimp (or fresh shrimp boiled and peeled) in a glass baking dish. Mix rest of ingredients and pour over shrimp. Bake 20 to 25 min. in 375° oven. Serves 6.

Of course butter's so important to the richness and flavor of this creole favorite that you'll want the best you can buy. So use MEADOW GOLD. It's such a very pure and delicately fragrant butter . . . so very fine-tasting! Stays that way when you melt it, too—which I think guarantees its freshness beyond question.

Another fine thing about MEADOW GOLD is that the individual quarters are wrapped in aluminum foil. Keeps the delicate MEADOW GOLD flavor twice as long! Watch for this new wrapper in your locality soon.

No Wonder Every Child Needs it!

D'you know what a quart of MEADOW GOLD HOMOGENIZED MILK gives your youngster? All the protein food value of $\frac{1}{3}$ of a pound of beef, 5 eggs, and $\frac{3}{4}$ of a loaf of enriched white bread! (Plus vitamins and bone-building minerals of course.) And the flavor's so enticing—because homogenizing puts cream in every sip. Just give MEADOW GOLD a trial. Jimmy and Ginny will drink their quarts each day with pleasure!



LIFE'S REPORTS CONTINUED

looked up at him, then dropped them again. The policeman shrugged. "I'll search your baggage, please," he said.

One by one he went through their things, meticulously, thoroughly, not unkindly but implacably. Not a word was said until he came to the one-legged boy in his faded soldier's uniform, with his big knapsack before him. "It's empty," the boy said then. "I'm taking it out to bring back a suit my brother promised me. The only clothes I have are these"—and he gestured toward his Wehrmacht green.

"Open it," said the policeman. The boy obeyed, laboriously untying the straps and strings. A pound of butter wrapped in a pair of socks was in a big box inside. The policeman took it without a word, started a motion to wave the boy out of the truck, looked at his empty trouser leg, hesitated, shrugged and pocketed the package. The boy tied up the box again with trembling fingers, looking at no one.

Sitting beside Anna was a small, sharp man in a gray overcoat, his suitcase at his feet. He got up suddenly as the policeman approached. The two men's eyes met and the little man gave the faintest suggestion of a wink. His hand fished a pack of cigarettes out of his pocket, "Bitte, Herr Wachmeister," he said.

The policeman stopped and looked at the little man. His hand went out and took a cigarette. "Danke," he said. "Your bag, please."

The two men moved to the end of the truck, where Anna sat. The little man was talking rapidly and steadily. By the time they reached the suitcase the policeman had been offered and had accepted three more cigarettes.

Anna was sitting just beside the suitcase. Her heart was cold with fear. The policeman reached down, looked up at the little man again and, without touching the bag, straightened with a grunt. "I guess I've looked everything over," he said. He glanced at Anna once, turned and walked back to the tail gate, swinging himself over it to the ground.

The truck ground into gear and the policeman's face receded down the road. "That's the way to handle them," the little man said to Anna. "I've got six bottles of schnapps in there to trade for sugar. Sugar brings a good price in Berlin, and schnapps is cheap." He looked over at the one-legged

for that
"CONOVER GIRL"
look



Fashion magic! Now you see it—now you don't! The celebrated Harry Conover "CG" Course teaches Career Girls to prolong their smart coiffures with Venida Invisible Hair Nets. Strongly hand made of human hair, in 8 styles for every hairdo, all occasions. Shades to match precisely.

Ask for the famous "Venida Girl" envelope at your favorite notion or drug counter

Cooler less because it lasts longer!



20¢ White, gray, purple 25¢
Single or double mesh

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The Guaranteed
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"rules the waves"

FAMOUS VENIDA HAIR BEAUTY AIDS BY RIESER CO., N. Y.

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Dad's Glad . . .

TWENTY-FIVE CENTURIES ago Dad would probably have done his writing the hard way . . . with a brush made of reeds folded and tied . . . so, Dad's glad he's living in 1948 to enjoy writing with the slim, trim CROSS CENTURY pencil you're going to give him.

You couldn't select a more appropriate gift. Handsomely finished in 1, 10, 12 kt. gold filled at leading department, stationery and jewelry stores everywhere! Just \$5.00 plus tax.

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YOU'LL SAVE
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MONEY!



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and RINSE"**
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AMERICA'S NO. 1
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Dry Clean At Home? Sure! Everybody's doing it! It's as easy as pie to dry clean a dress, blouse or tie! You'll get better dry cleaning—with no shrinking, no stretching, no disappointments. **SUPER RENUZIT** is "SAFE"—safe for home use—safe for fine fabrics—safe for fast colors!

AS LITTLE AS **15c**
TO DRY CLEAN A DRESS
In Less Than 5 Minutes' Time

Pennies do the work of dollars when you dry clean it yourself! You save on all your wearables, you save on your rugs, drapes, slip covers, upholstered furniture and everything else that's dry cleanable. Get the Super Renuzit habit—it's wonderful!
AT LEADING STORES EVERYWHERE

\$1.29
only **1 GAL.**

Also 2 Gal. and
Quart Sizes.
(Slightly Higher
in Far West
and South)

RENUZIT SPOT & STAIN REMOVER
IT REALLY WORKS ON **LIPSTICK • FRUIT STAINS**
and other hard-to-remove spots
4 oz. 29c Sold Everywhere

RENUZIT HOME PRODUCTS CO., PHILA. 3, PA.

LIFE'S REPORTS CONTINUED

boy sitting with his head in his hands before the empty box tied in the knapsack. "Tough luck," he said.

Ten miles later the driver stopped to charge the charcoal-burner. Anna climbed stiffly from the truck and went up to him with a cigaret in her hand. "Please," she said, "I'm soaking wet. I have no raincoat. Couldn't I ride in the cab with you?"

The driver took the cigaret and stuck it in his cap. He looked Anna up and down. "Well," he said, "I'm not supposed to do it. But go ahead, climb in."

The windows of the cab were boarded up on both sides where the glass was gone. The wind whistled through a dozen different holes and cracks, and the noise of the engine racketed in Anna's head. But it was dry and warmer than outside. Anna tried a conversation.

"You certainly helped me out," she said. "I'm going to try and get some potatoes. I have a few things to trade, but I don't know much about this."

"What you should get," said the driver, turning toward her, "is onions. What do onions cost in Berlin?" he asked rhetorically. "Eight marks, maybe, or 8.50 even per pound. And out here? Say, four marks a pound. You get a hundred pounds of them and you've made 400 marks profit right there. What have you got to trade?"

Anna told him. "Well," he said judiciously, "for the dress you should get maybe 40, 50 pounds, depending on how good it is. For the cigarets, not much. They can buy them now in Russian stores. Are they American?"

Anna nodded. "That helps," he said. "As for the shoes, that depends again on how good they are. Anyway you ought to try and get a hundred pounds for the works. But take my advice—get onions."

They talked for a while longer. Anna asked the driver who owned the truck. He named a chemical company. "Oh," she said in pleased surprise. "I know one of the directors of that company. He was a friend of my father's. He'll be pleased to hear of your kindness to people; maybe even he'll reward you. He's a very nice man," she added reminiscently.

The driver turned sharply toward her. "Listen," he said urgently. "Don't tell him anything. I'm not supposed to do this. Just forget about my help." He turned back to the

"RC tastes best!"

says

PAULETTE GODDARD

starring in **"HAZARD"**

A Paramount Production



RC's my pet
(says pert Paulette)

I took the famous cola taste-test more than 6 years ago and picked RC as best-tasting. I've served it at home ever since. (P.S. Only RC gives you all three:
1. Cool refreshment. 2. Two full glasses.
3. Best-by-taste-test flavor.)



RC is the quick way to say...

ROYAL CROWN COLA

Best by taste-test

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Which Twin has the Toni?

(see answer below)

One Permanent Cost \$15...the TONI only \$2

Your hair will look naturally curly the very first time you try Toni. For Toni Home Permanent gives you soft, smooth curls. Curls that look lovely in any weather, wherever you are, whatever you do. But before you try Toni, you'll want to know:

Will TONI work on my hair?

Yes, Toni waves any kind of hair that will take a permanent, including gray, dyed, bleached or baby-fine hair.

Can I do it myself?

Sure. It's easy as rolling your hair up on curlers. That's why more than a million women a month give themselves Toni Home Permanents. Women with no more skill or training than you have.

Is there a "frizzy-stage" with TONI?

No. Your Toni will be frizz-free right from the start. For Toni Creme Waving Lotion gently coaxes your hair into deep waves and luxurious curls... leaves it soft as silk, with no kinkiness, no dried out brittleness, even on the very first day.

How long will my TONI wave last?

Your Toni wave is guaranteed to last just as long as a \$15 beauty shop permanent—or you get back every cent you paid.

Will TONI give me a loose or tight wave?

With Toni you can have just the amount of curl that suits you best... from a

loose, casual wave to a halo of soft ringlets. All you do is follow the simple directions for timing.

Will TONI save me time?

Toni puts half-a-day back in your life. For you give yourself a Toni wave right at home—and you are free to do whatever you want while the wave is "taking."

How about having a TONI party?

Grand idea! Invite your friends next Saturday afternoon—and have each bring along a Toni kit. While your permanents are "taking" have fun—listen to the radio or enjoy your favorite records.

Which twin has the TONI?

Pictured above are the Dublin twins of New York City. Frances, the twin at the right, has the Toni. She says, "My Toni-savings paid for a darling new hat. Now Lucille calls me the smarter half."



LIFE'S REPORTS CONTINUED

wheel, his eyes fixed on the unending ribbon of the Autobahn, and from then on they rode in silence.

When the truck stopped at the Magdeburg turnoff of the Autobahn, Anna got out and went around to the driver's window. He gave her a queer look, hesitated, then said, "And my payment?"

Startled, Anna dropped her hand. "Payment?" she asked, then caught herself. "Oh yes, of course." And she fumbled in her pocket for her cigarettes.

"That," said the driver flatly, "will be 20 marks." He did not look at Anna. Now, suddenly, she understood why he wanted nothing said to her father's friend. Three trips a week, 20 persons, perhaps, per trip—20 marks per person. It added up to a nice sum. She gave the driver 20 marks without a word and walked away.

The driving rain came whistling across the brown and stubbed fields, whipping at Anna's thin coat as she trudged along. Across the highway the ragged, ruined buildings of Magdeburg traced a distant gray facade against the cloudy sky. She passed a farmhouse, awoke suddenly from her thoughts, turned and went to the door. A woman answered her knock, appearing in a wave of steamy warmth. She looked at Anna for a moment, said, "No, we don't want anything," and closed the door. The quickening smell of hot food on the stove was shut off with her.

Anna cut across the fields to the next house, stumbling in the furrows. A thin dog barked and snapped at her legs as she knocked. The woman who opened had a kinder face than the other. She looked at Anna with a trace of pity in her eyes. "I'm sorry," she said. "We don't have much ourselves. So many people come..." And she closed the door gently with a goodbye.

All that day and the next morning Anna stumbled across the fields, down the cobbled streets of villages, desperation in her eyes. She had spent the night in a haystack and she was a beggar now, begging for food. "Please, potatoes..." she whispered. "I have some things to trade..." But in the dark and dreary houses door after door closed in her face: "I'm sorry. We don't have enough for ourselves."

At noon she tried once more, approaching a farmer as he trudged home from his field. He took her into the house and fed her on hot bread-and-

ANCO RAIN-MASTER®

"Dead-Locker"®

WINDSHIELD WIPER ARMS and BLADES

BLADE SNAPS ON... STAYS PUT



CAN'T FALL OFF CAN'T BLOW OFF

(A war-born invention—by ANCO—first for military aircraft—now for your car.)

DON'T SHOOT YOUR GAS-PUMP MAN!

He's doing the best he can. Sure, he knows how dangerous it is for you to drive your car... in stormy weather... with your dull old windshield wipers that SMEAR and SMEAR. He'll gladly put on for you quickly a pair of keen new ANCO RAIN-MASTER Wiper Blades and Arms. He has them—Newest Model! But he forgets to remind you? Too busy? You can't shoot him for that!



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After all, it's YOUR car to protect. So YOU remind HIM. Get RAIN-MASTERS... patented features... original equipment for years on De Luxe models of quality cars... and on high-grade trucks... used also on our fighting Ships and Tanks and Trucks and Bombers too... because ANCO RAIN-MASTERS clean quicker, clean cleaner... last longer.

May save you a costly smashup! Ask for RAIN-MASTER Windshield Wiper Arms and Blades next time you buy gas.

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THE ANDERSON COMPANY

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Our Thirty-first Year in This Business



MY GOODNESS... SUCH GOODNESS



Welch

QUALITY CANDIES

CONTINUED ON PAGE 11

Umm as in summer



Umm as in yummy, as in chummy,
as in these Jantzen man-tailored sunclothes
really right for sun! The fabrics are fine quality,
planned for action...the colors are keyed to sunshine
by America's greatest colorist, Dorothy Liebes (see them
below)...and the tee shirts and shorts go together in exciting
color harmonies. "Sporter", the man's shorts, water-repellent
cotton gabardine, with the Jantzen exclusive four-needle swim trunk
elasticized waistline 5.95... "Tom Short", center, fine cotton twill with
slide-fastened fly-front, 4.95... "Summer Girl", Juilliard colorfast Sanforized
combed cotton "Zephyroy", heavenly colors 6.50... matching bra 3.50...
Tee shirts, the famous Jantzen quality combed cotton are 2.95...at most stores.

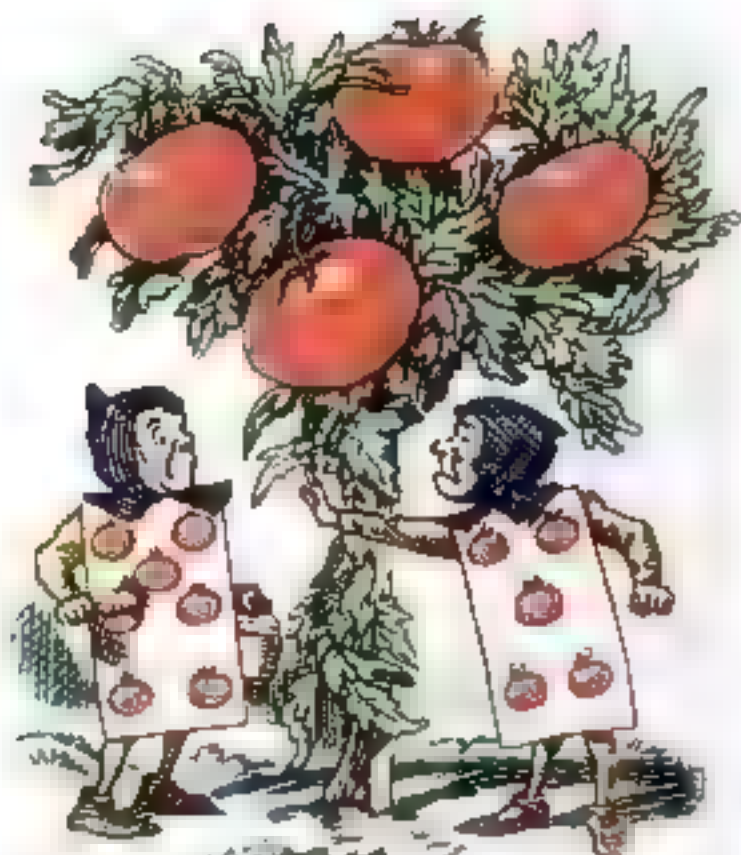
TAN with JAN... for a rich,
deep copper tan use Jan Sun Oil,
for protection use Jan Sun Lotion.

Jantzen
sunclothes
tailored-for-action

JANTZEN KNITTING MILLS, INC. - PORTLAND 14, OREGON



Welcome to a Wonderland of good drinking!



Only the sun 'paints' Libby's

Remember, in "Alice in Wonderland," how the Queen's roses had to be *painted* red? Not so with Libby's ruddy tomatoes. They're vine ripened—picked when they are plumb-full of ripe juice. That's what makes Libby's so rich in *natural* tomato goodness. It's rich in consistency, too. Good reasons why Libby's is America's favorite brand!



"Drink Me" would be a wise label

Remember the mysterious "Drink Me" label on the bottle Alice found? Wouldn't be such a bad idea to label Libby's: "DRINK ME FOR VITAMINS A, B₁, B₂ AND C." One 6-ounce glass of Libby's supplies, on the average, an adult's daily minimum need for Vitamin C! Three such glasses take care of Vitamin A the same way.



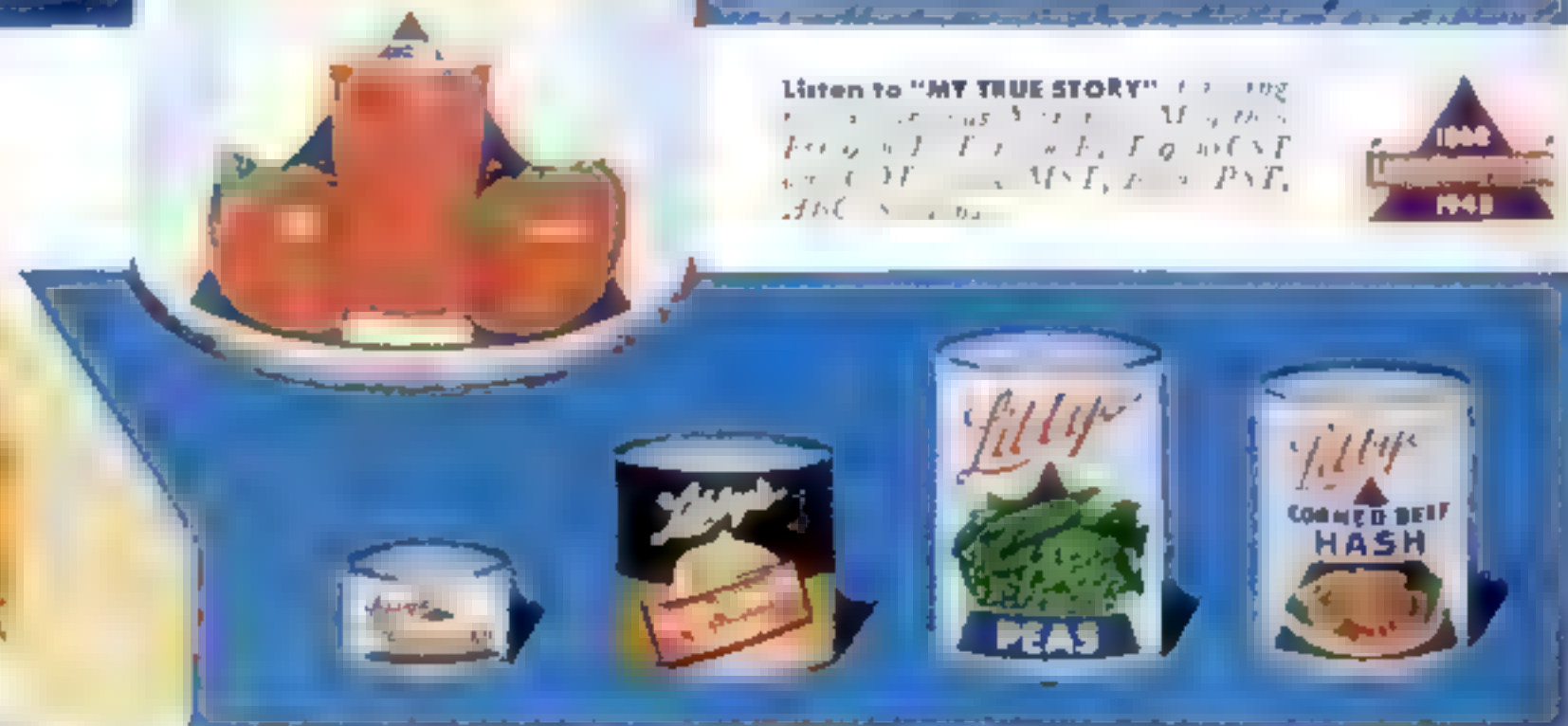
'Round the clock refreshment

Remember how the mad tea party went on and on? Libby's Tomato Juice is something like that. It's perfect 'round the clock—for breakfast, luncheon, dinner, snack-times, bed-time! Serve it chilled, serve it piping hot! You'll be delighted to see how the family takes to the Libby-habit. How grand to have this wholesome, thrifty, vitamin-rich juice as "The Drink" at your house.



IN ALL CANNED FOODS
LOOK TO **Libby's**
FOR PERFECTION

Listen to "MY TRUE STORY" by
Libby's Tomato Juice
and other Libby's products
on the radio. M, T, W, T, F, S, S, P, N, D.
ABC, NBC, CBS, etc.

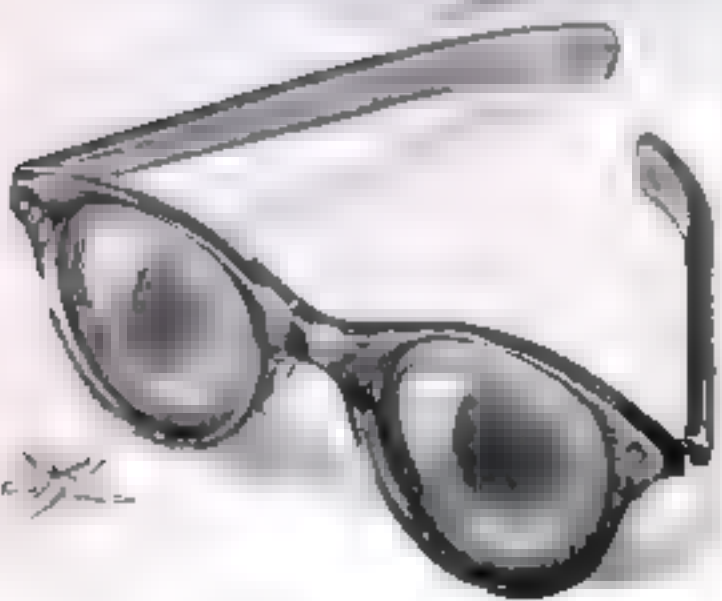


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COLUMBIA PROTEKTOSITE CO., INC., Carlstadt, N. J.

One of America's Leading Manufacturers
of Sun Glasses, Combs, Toys, and Housewares

potato soup. He showed her a trunkful of old clothes. "We just can't do much more of this," he said. "We have our food-delivery quotas to meet, too. The Russians have no sense of humor about that." He gave Anna, finally, 40 pounds of potatoes, 10 pounds of onions and a loaf of bread for her things. She ate half the bread on her trek into Magdeburg to catch the train.

She couldn't face the Autobahn again. She was chilled, wet and lame. Her face was streaked and grimy, her hair matted with hay. She had barely the train fare home, and there were a thousand others like her on the station platform when she arrived.

Hours later the train came in. The mass of ragged, waiting people rose with their piles of luggage and surged forward, fighting to reach the cars. Anna was picked up and carried forward with them, pushed ahead, pushed back, then ahead again as the struggling crowd fought in wavelike motions toward the doors and windows. Something pulled suddenly at her rucksack. Anna clutched the straps in terror and screamed. Ahead of her a woman stumbled and fell, losing her grip on her bag. Potatoes and apples rolled out and disappeared under trampling feet. The woman was on her knees, shrieking in panic, over and over, "Help! Help! Help!" She saw the woman's head go down, saw it rise again, disheveled, wild-eyed, as a man pulled her up by main force. Then she herself was washed away, crowded against the side of the train, pushed up the steps into a door and carried helplessly into the thick darkness of the corridor. When the pushing finally stopped, Anna found herself up against a window, her rucksack hanging by one strap from her aching shoulder.

A man looked up at her from the seat at her knees. He sat with an air of easy comfort, a suitcase between his legs. He looked at her and smiled. "Well," he said, "now all we have to worry about is the police on the other end."

Carefully he took a cigaret out of a silver case, lit it and blew a long puff into the gloom. Anna looked at him and at the bulging suitcase at his feet. She felt the weight of her potatoes on her arms. Forty pounds and 10 pounds of onions. She turned her face to the window and wept cold tears into the darkness rushing past outside.



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TruVal
SHIRTS • PAJAMAS • SPORTSWEAR
Most Shirts
2⁶⁵ 2⁹⁵



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- 1 TruVal Sport Shirts. Tailored for style, free action. Washable.
- 2 Cool cottons, rayons, rayon mixtures in long or short sleeved TruVal Sport Shirts. Patterns that live!
- 3 TruVal Pajamas. Sturdy fabrics. Designed for comfort. Sanforized.
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- 5 TruVal's exclusive woven designs in wide range of stripes, patterns flattering to any man, young or old. Popular collar styles. Sanforized.

TruVal Manufacturers, Inc., 261 Fifth Ave., N.Y. 16 Division of Publix Shirt Corp.



RESPECTABLE FÜHRER STUDIES THE MAP OF FRANCE AS GENERAL JODL POINTS TO LANDING BEACHES, VON RIBBENTROP (TOP LEFT) AND

SPEAKING OF PICTURES...

THESE SHOW HOW D-DAY DISRUPTED HITLER'S HQ FOUR YEARS AGO



HAPPY HITLER announces to Hungarian Prime Minister Sztojay (left, seated) and Ribbentrop (center) "These *Dummköpfe*, thank God they have finally made a landing."



STERN HITLER allowed the release of this photograph with Hungarian Premier Doeme Sztojay. In all the excitement and confusion Laix's other pictures were forgotten.



GÖRING (LEFT) IN UNIFORM WATCH INTENTLY

On a late spring day in 1944 Adolf Hitler went to Salzburg to instruct Hungary's prime minister, Doeme Sztojay, in a Nazi puppet's duties. Soon after Photographer Helmut Laux of the *Berliner Illustrierte* took the formal propaganda picture shown at the left, a courier interrupted the conference. The date was June 6—D-Day in Normandy. Laux went on taking pictures. Last week, having kept them hidden four years, he sent these rare photographs to LIFE.

A remarkable record of the emotional impact of the invasion on the now-dead Nazi leaders, the pictures reveal the mixture of elation and concern with which Hitler and his aides greeted each battle report. While Army Chiefs Jodl and Keitel plotted the Allied moves on a map of northern France, Luftwaffe Chief Hermann Göring boasted that his Stukas were smashing Allied shipping. Actually only three Focke-Wulfs appeared over the beachhead. Gestapo Chief Himmler also was whistling up the dark alley of the future. Hitler assured him that his SS men would "show the American black-faced airborne troops what a German super-soldier can do." Der Führer himself beamed at reports that British and American airborne units had been encircled and that the crack 21st Panzer Division was advancing. Then, despite warnings from Jodl and Keitel, Hitler made the biggest mistake of all. "This," he pronounced pompously "is not the real invasion."



GRINNING GÖRING ARRIVES WITH NEWS OF LUFTWAFFE SUCCESSES THAT NEVER HAPPENED



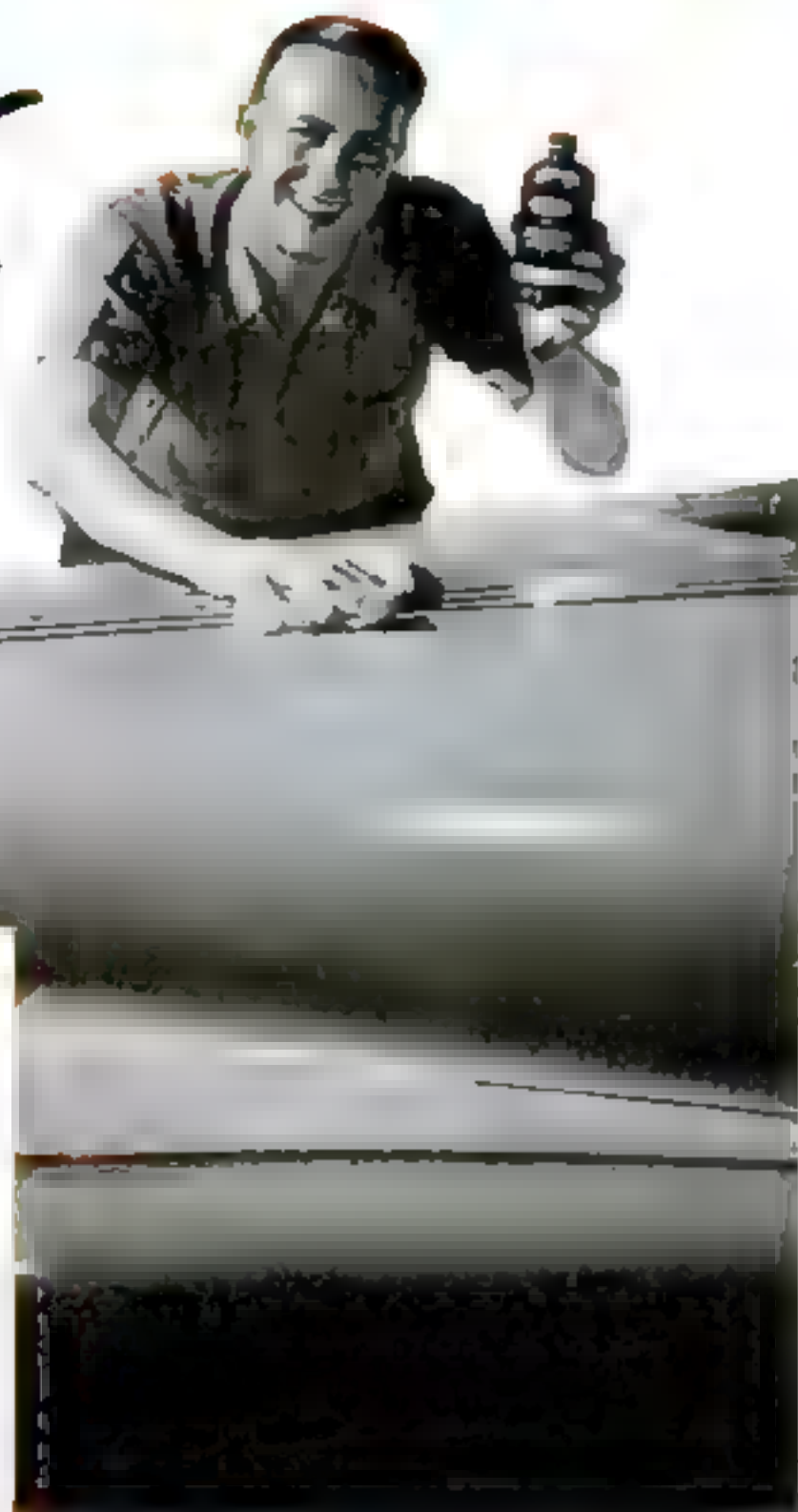
GÖRING LISTENS as General Jodl (center) warns him and Himmler (right) against the dangers of overoptimism.



GOEBBELS LISTENS as Göring indicates with typical airman's gesture how his Stukas destroy Allied ships.

Exclusive Du Pont Formula Makes Polishing Easy!

*Gives
a brilliant
lustre!*



A small section of the surface of an average car magnified 20 times. The left side is shown still covered with Traffic Film. The right side has been cleaned with Du Pont NO. 7 POLISH.



DU PONT NO. 7 POLISH

CONTAINS "STROKE SAVING"
METHYL CELLULOSE

Save work, save time too. Give your car a brilliant shine . . . with easy-working Du Pont NO. 7 POLISH! It is made by a patented formula . . . loosens dirt and grime quickly . . . cleans up fast without streaking . . . produces a high, dry gloss. Use NO. 7 POLISH to restore original color and lustre the easy way!

BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY



Attention . . . NEW CAR OWNERS! Here's a wax-polish made especially for new cars—and others whose finish is in first-class condition. It cleans and wax-polishes in one easy operation. Gives a brilliant lustre. Keeps cars looking new.

DU PONT SPEEDY WAX



SPEAKING OF PICTURES

CONTINUED



CONFERENCE CANCELED by pressure of D-Day events, Sztojay at first dances attendance on Nazis (above) as Hitler confers with military advisers.



SOON DESERTED Prime Minister Sztojay (right) chats with an underling of the German Foreign Office. General Eisenhower had completely ruined his day.



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THE WASHABLE CASUALS

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Serving Through Science



Pantry-Shelf Meals for just you two!



No two ways about it—cooking-for-two is twice as easy as it used to be! Armour Star Pantry-Shelf Meals make it so simple to plan a small-family meal—and to fix it, too! There's no waste of meat when you buy these delicious meals—no waste of your time, either. And they're so kind to a young-married budget. With a pantry shelf well-stocked, even a bride has right at hand a hundred different ways to vary her menu effortlessly—for breakfast, lunch or dinner.

Keep on discovering exciting new ways to serve Pantry-Shelf Meals that are old favorites with you—and discover one or two that are new to you, next time you're in the Armour Canned Meat Department of your food store!

THEY'RE ALL ARMOUR STAR
PANTRY-SHELF MEALS

Tune in "Armour Hint Hunt" CBS Monday through Friday afternoon



Lunch — Frankfurter Toasties

Yes, it's luscious as a "pin-up"—this lunch for-two of plump, juicy Armour Star Frankfurters, the pantry-shelf kind! Spread bread with horseradish-mustard, wrap around frankfurters, pin corners with toothpicks, and bake in 400° F oven until toasted. Top toothpicks with small white onions! M-m-m! Refrigerate the other frankfurters—serve 'em tomorrow with scalloped potatoes!

For additional recipes for Pantry-Shelf Meals, write Maria Gifford, Dept. 287, Box 2053, Chicago 9, Ill.



Breakfast — Baked Deviled Ham 'n' Eggs

Set ham 'n' eggs before him different y tumorrow—serve deviled ham for a heavenly breakfast. Heap Armour Star Deviled Ham—it's all-ham and plenty nippy—around the edges of buttered or margarine bread and break a Cloverbloom egg in the center of the ham. Bake in shallow pan 15 minutes at 400° F. One tin serves two—deliciously.



Dinner — Twosome Ham

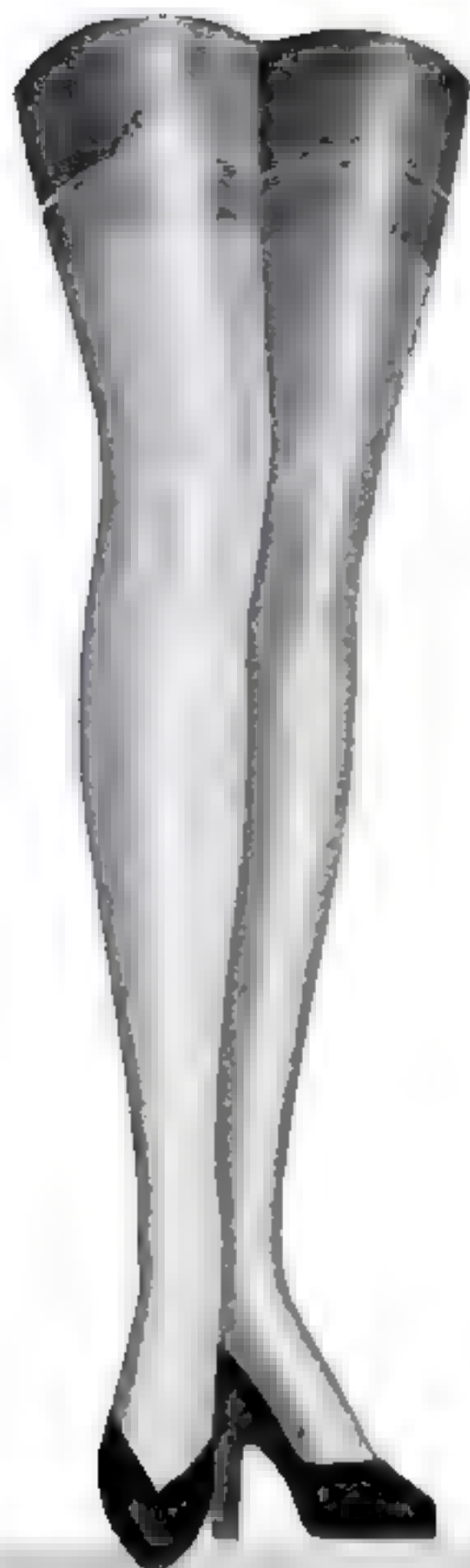
Ham dinner in a hurry? It's easy as picking Armour Star Chopped Ham off your pantry shelf. Just slice this ready-now ham—it's all-ham, you know, sugar-cured and pressure-cooked—and serve with chilled mounds of potato salad.



The best and nothing but the best is labeled

ARMOUR





ON A PEDESTAL



GOTHAM GOLD STRIPE NYLONS

BRANDY... a summer brown to wear in contrast to your dazzling white costumes. Surely the ultimate flattery in Gotham Gold Stripe, 20 denier nylons. Buy these stockings at your favorite store. If not obtainable, use coupon below.

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I enclose Check ☐ or Money Order ☐ (Don't send stamps.)

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Coupon orders filled only in the U.S.A.

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LETTERS TO THE EDITORS

SEX EDUCATION

Sirs:

If parents throughout the nation could know about the tragedies that come to me from day to day born of ignorance and stupidity about sex, they would forever be grateful to LIFE for the splendid presentation of the subject in the issue of May 24.

A. A. JACKSON, M.D.

Florence Clinic
Florence, Ala.

Sirs:

My wife and I are parents and grandparents, and we believe that proper sex education in schools is long, long overdue.

MERRITT J. HOPKINS

Syracuse, N.Y.

Sirs:

As a mother of an 18-month-old boy my main concern is how will he be taught the beauty of childbirth and still not learn from his pals that it's something they should discuss out behind the garage while trying out a cigaret or cigar. . . .

I only wish I had been taught more about sex as a youngster as I would have been a much happier bride and would understand more now that I have a child . . .

ROSALIND A. PHILLIPS

Des Moines, Iowa

Sirs:

My 12-year-old daughter in seventh grade carefully studied the article. Several days later I asked her what she thought of it. Her opinions were very definite and I judge she had discussed it with other girls her age.

She thought sex should be taught in the school but in the lower grades. Junior high is too late. When I asked why "too late" she elaborated on how dumb most kids are when they talk about it in grade school. Didn't know a thing but pretended to understand even the vulgar words written on walls.

Would she approve of a course in sex in her junior high now?

"Yes, but not with boys! I'm just

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He's got "good taste"
*...he's got P.A.**



She can tell he has good taste in furniture—yes, and in pipe tobacco too. He's got P.A.—Prince Albert—that rich-tasting tobacco that's cool, mild, and easy on the tongue.

P.A. means Pipe Appeal*
P.A. means Prince Albert

• There's something about a man with a pipe that appeals to the ladies—just as there's something about a pipeful of Prince Albert that attracts pipe smokers! P.A.'s choice crimp cut tobacco is especially treated to insure against tongue bite. Try it—and see why Prince Albert is America's favorite smoking tobacco!

For a grand-tasting cigarette, there's no tobacco like easy-to-roll P.A.!



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Whipping a brook, or reading a book
you Double your comfort in

MacDee Healthknit Kut-Ups
TRADE MARK REG. U. S. PAT. OFFICE

You're comfortable from top to bottom in *this* underwear. For Healthknit gives you two famous exclusives: 1. Kut-Ups shirts with the Kut-Ups feature. 2. MacDee shorts with the Cantilever Support. These comfort twins are close knit of soft fine combed cotton.

They whisk through washings, wear and wear.

Try 'em, friend...and see!

HEALTHKNIT MacDee+ SHORTS

Note the built-in, cross-tape cantilever support. It automatically, gently lifts as the full elastic waistband hugs your waist... can't bind, bunch or chafe. No buttons to break or lose. Briefs or Midlengths.



HEALTHKNIT Kut-Ups+ SHIRTS

Note the tailored in V-vent at the crotch line. It lets Kut-Ups move when you move, keeps the shirt rucked in, banishes creep, bind and bunch.



BOYS' SIZES ...TOO!



Also for Men: Spring weight union suits... short sleeve, ankle or knee length... Utility shirts for sports or work. 100% combed cotton.

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LETTERS TO THE EDITORS

CONTINUED

beginning to like them and we'd all be embarrassed now! In the grades we wouldn't have thought so much about it.

I think she has something.

MARTHA SHARON FERGUSON
Oklahoma City, Okla.

Sirs:

... YOU USURPED OUR PARENTAL PRIVILEGE IN EDUCATING OUR CHILD IN THE MYSTERIES OF THE BEGINNING OF LIFE. ...

THOMAS R. FOLEY
Leominster, Mass.

Sirs:

I have always been against sex education in schools for the simple reason that there is not one person in the entire world who really understands sex and what it is. I am no exception. ...

ROBERT H. POLLARD
New Orleans, La.

Sirs:

... Children need no sex education and should have none. The theory that sex education will get rid of "embarrassment and self-consciousness" is just bunk. ...

Sex is not wicked, but trying to make little boys and girls understand and know it is wickedness. Let us hope that this will never be accepted by the parents and let us thank God we still have some people who want children to be as God intended—innocent.

FRANCES HAIR
New York, N.Y.

Sirs:

Will you tell me where one might rent or buy a film of *Human Growth*? I would like to see it presented as an education program to our P.T.A. unit.

AGNES H. AMES
Brewer, Maine

● Reader Ames can get film by writing either 1) Eddie Albert Productions, 1133 North Highland, Hollywood 28, Calif.; or 2) E. C. Brown Trust, University of Oregon Medical School, Portland, Ore.—ED.

TERM PAPERS

Sirs:

In connection with the letter of Syracuse Student Robert Whitman criticizing your article "Student Gets A on Term Paper" (LIFE, May 3), I would like to set Reader Whitman straight on a few things concerning term papers. My sister, Eunice Blanchard, is a student at Syracuse too; she got an "A" on a term paper for the spring of 1947 in which she herself wrote no more than Student Barret of LIFE's article. She interpreted excerpts from Tennyson's *In Memoriam* by means of excellent photography. Mr. Whitman will be able to see it at the university library where her paper has been scheduled for exhibition.

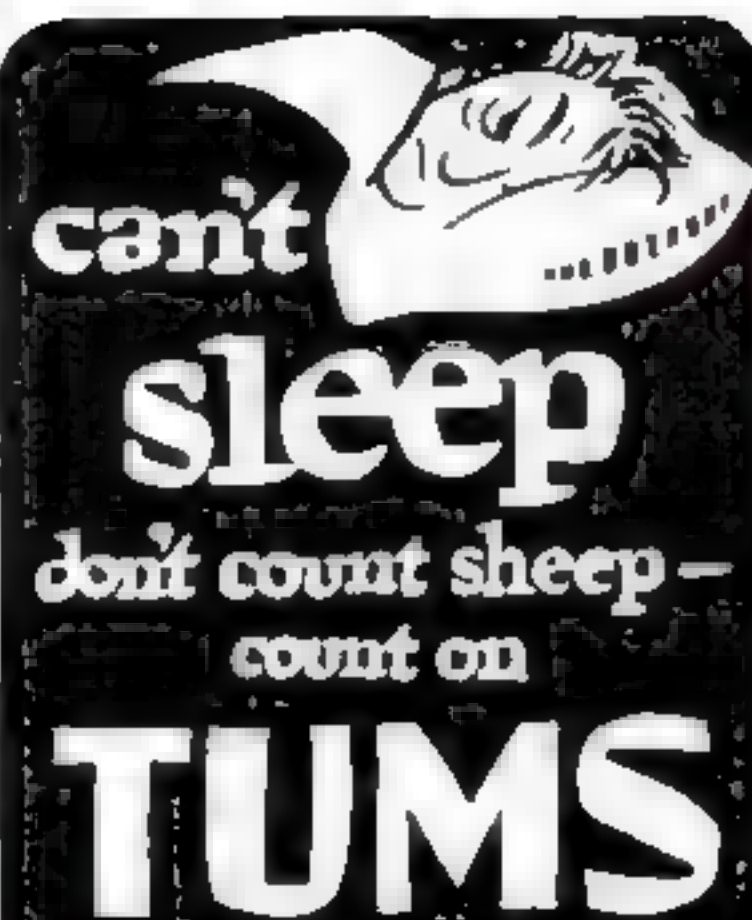
May I suggest that Reader Whitman check the accuracy of his facts about his own college before sneering at others.

ALFRED E. BLANCHARD
New Haven, Conn.

MILLIONAIRE BURGLARIZED

Sirs:

Your story about Herman Schultz (LIFE, May 3), the bachelor farmer who spends his time giving away his millions, had an interesting after-effect. An A.P. story of May 17 reports



Acid indigestion is one of the common causes of sleepless nights. So before you slip into bed slip one or two Tums in your mouth. Tums bring you sweet relief almost instantly—let you get to sleep faster, sleep better. There is no baking soda in Tums. No risk of overalkalizing—No acid rebound. Ask for Tums today.

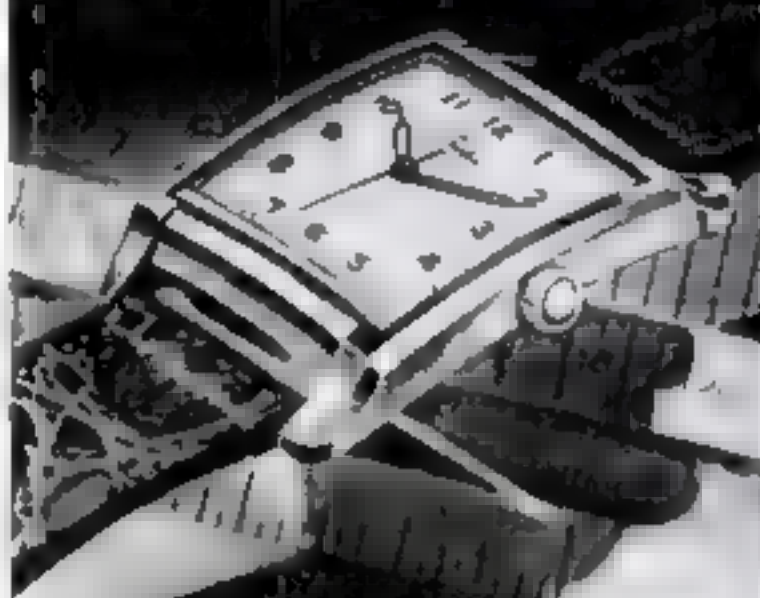
Night and day, at home or away, always carry TUMS FOR THE TUMMY!



QUICK RELIEF FOR ACID INDIGESTION

(NR) TUMS are antacid, not a laxative. Form a soft, use mild, dependable, all vegetable NR Tablets (Nature's Remedy). Get a 25-cent box today.

THE ONLY WATCH!



No other well-known watch combines these features at only \$29.50 Federal tax incl.

WINDS ITSELF!

Your wrist motions keep it wound for perfect accuracy.

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Swim or bathe while you wear it. Waterproof drop, too.

RESISTS SHOCKS!

Glass crystal can't be shattered. Radium Dial. 17 jewel movement. Sweep-second Hand.

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AQUAMATIC

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CONTINUED ON PAGE 20

For
Smoothest
Fastest, Safest
Shaves—

**GIVE DAD A GIFT THAT'S SURE
TO "CLICK" FOR FATHER'S DAY!**

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ENDS 4 BIGGEST SHAVING NUISANCES!**

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2 NOTHING TO TAKE APART! And nothing to put together. No awkward twisting or turning. To clean—simply rinse under faucet, shake and put away.

3 NO TIME WASTED! Nationwide tests prove that the Eversharp Schick out-speeds—out-modes—out-shaves any razor going. Try it—and see for yourself!

4 LESS IRRITATION! Exclusive, patented guard bar insures smoother, cooler, cleaner shaves. With an Eversharp Schick shaving is easy even under nose and around lips.

Razor \$1.00
20 Blades .75
TOTAL \$1.75

SPECIAL
\$1²⁵ with
20 BLADES

New!

IMPROVED BLADES

Super-keen, super-smooth blades—made of super-steel—to give far more shaves.

10 for 50¢ ... 20 for 75¢

EVERSHARP SCHICK INJECTOR RAZOR



Fairway Green

IN
WEMBLEY* NOR-EAST*
NON-CRUSH* TIES

Your Fairway Green tie is in tune
with the new trend of "lively
colors for spring." The world-famous
Nor-East Non-Crush fabric—
known in England—fights
off wrinkles, ties smoothly and
easily, time after time.



CRUSH IT!



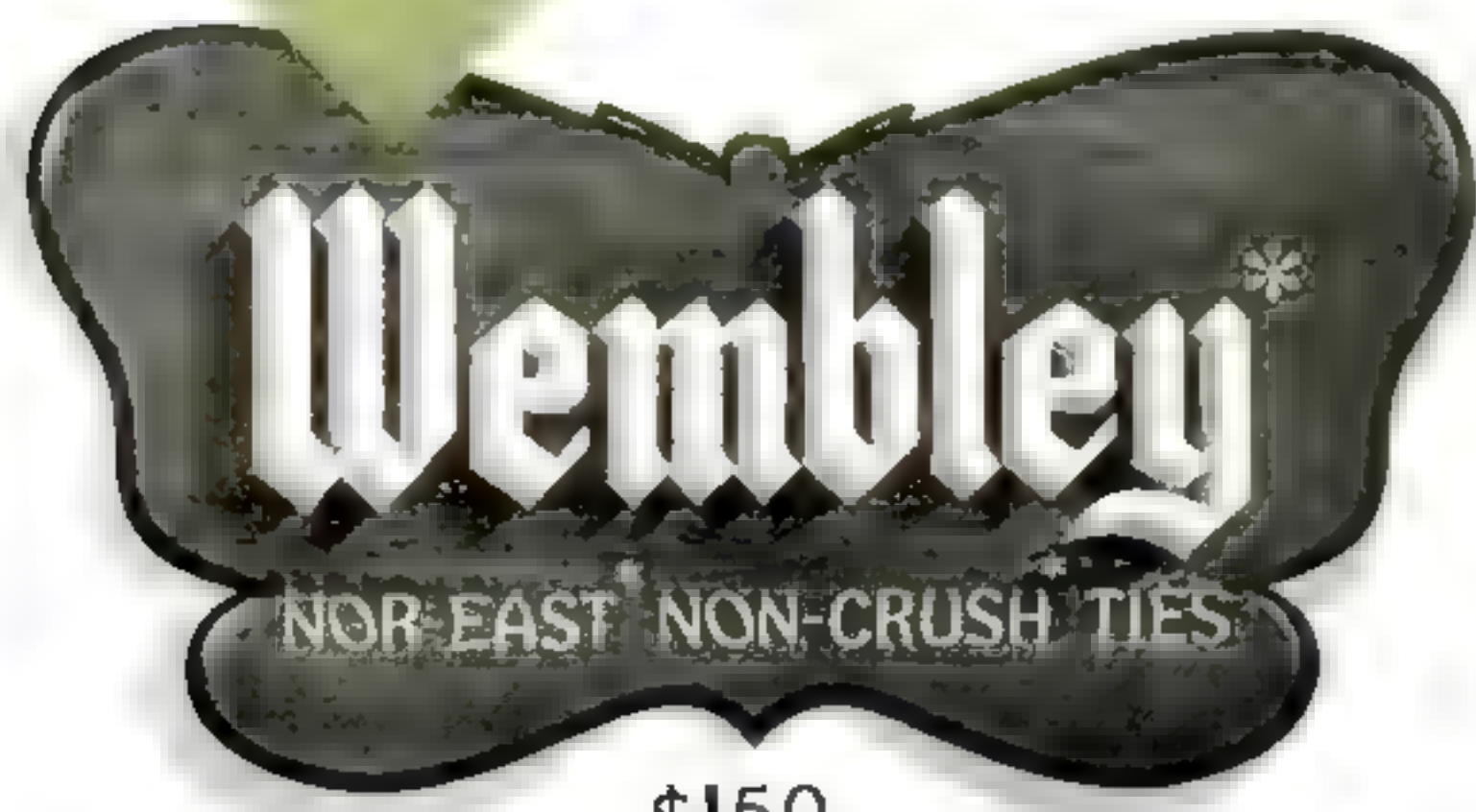
TWIST IT!



KNOT IT!



NOT A WRINKLE!



\$1.50

AT YOUR FAVORITE STORE
ALSO AVAILABLE IN WEMBLEY'S DOMESTIC ALL-WOOL FABRIC

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LETTERS TO THE EDITORS

CONTINUED

that Mr. Schultz was robbed of \$124,341 cash in the biggest safe theft in Iowa history. Evidently Schultz still has some luck left, however, because the thieves missed \$86,000 locked up in a second safe.

WALTER BARNEY
La Grange, Ill.

CANDIDATE VANDENBERG

Sirs:

Your splendid series of articles on presidential candidates should (theoretically) give the American voters an opportunity to pick intelligently and vote for the candidate of their choice. In practice nothing could be further from the truth.

In California the registered Republican voter can vote only for delegates who are pledged to Warren. The Democrat may only vote for delegates pledged to President Truman. Pledged by whom? Why, by the professional politicians, of course. I, like many thousands of others, will have no voice in selecting our next President. Yet we decried the lack of free elections in other countries.

J. R. BRANDON JR.
San Francisco, Calif.

Sirs:

You could have started with Vandenberg, omitted the others and still had a complete series.

MRS. W. F. PICKERING
Columbus, Ohio

Sirs:

"Van's" the man!

JAMES M. STRONG JR.
West Hartford, Conn.

Sirs:

James B. Reston has presented us with a persuasive argument for Senator Vandenberg's (re)election—as our next secretary of state.

CHARLES B. EAMES
Lima, N.Y.

NEW TRIAL

Sirs:

As a new development on your dramatic presentation of a "Trial by Jury" (LIFE, May 17; Letters to the Editors, June 7) you may be interested to know that the motion for a new trial by Defendant Clifton Bowers has been granted.

BARBARA WARNER
Chicago, Ill.

ANIMAL INTELLIGENCE

Sirs:

If the author, in his experiments on simian intelligence ("How Smart Are Animals?" LIFE, May 24), had filled one of the crates with large stones so that the ape would have had to remove them in order to move the box, he would have found the animal dying of starvation. . . .

GENE N. HRUSKA
Luxemburg, Wis.

● As far as is known the experiment suggested above has not been tried. However it is doubtful that the ape would starve. To show how ingenious apes are, W. Kohler, a famous psychologist, once conducted a famous experiment. He put some bananas in a cage and supplied a chimpanzee with some sections of bamboo, each too short to reach the bananas. Eventually the chimpanzee tried to

CONTINUED ON PAGE 73

KEEP HIM
"MOUTH-HAPPY"
WITH A FOOD TO CHEW!



He not only likes to chew—but needs to! The kind of chewing exercise he gets from hard crunchy MILK-BONE dog biscuit helps keep teeth and gums strong and healthy! What's more, MILK-BONE biscuit contains important food elements that dogs are known to need. Economical because it's concentrated nourishment—rich in vitamins and minerals. Whatever else you feed—feed MILK-BONE dog biscuits!



MILK-BONE biscuit contains nutrients your dog needs: Vitamins A, B₁, B₂, D and E... Meat Meal... Fish Liver Oil... Whole Wheat Flour... Minerals... **MILK**

NATIONAL BISCUIT COMPANY

RECORDS simply love

Meritone Phonograph Needles

No wonder! Meritone needles prolong records—vocal and reproduce the sound pressed into them with maximum fidelity, minimum surface noise. Turned on Swiss screw machines to perfectly rounded, uniform points, and made of finest Swedish steel highly polished, Meritone needles play 12 or more records! Try them and hear the difference!

10 for 10c
25 for 25c
Slightly higher in Canada.
A so economy, clear-view plastic packages.

Imported from Switzerland

Meritone

WORLD'S LEADING PHONOGRAPH NEEDLE VALUE

FREE! Sample package of Meritone needles. Cut out this ad and mail it with your name and address: Int'l Merit Products Co. p., (Dept. F) 254 W. 54th St., New York 19.



Father and son! Young Studebaker toolmaker Bill Walter arrives for his night shift duty as his father heads for home. The elder Walter, William F., has been with Studebaker nearly 30 years.

“We ought to be in Hollywood, Dad, instead of here at Studebaker!”

STUDEBAKER craftsmen usually do a lot of good-natured wisecracking when we are shooting their pictures.

But deep down inside themselves, they're tickled pink with the idea.

Man after man is proud to be identified with this unique working force that all America respects.

You see, painstaking craftsmanship is more than an honored tradition to the solid

citizens and friendly neighbors who man the Studebaker production lines. It's a way of life that has been root, branch and stem of Studebaker's reputation for nearly 100 years.

That's why father-and-son teams are a common sight in nearly every department. Many of their family names have been on Studebaker's roster for generations.

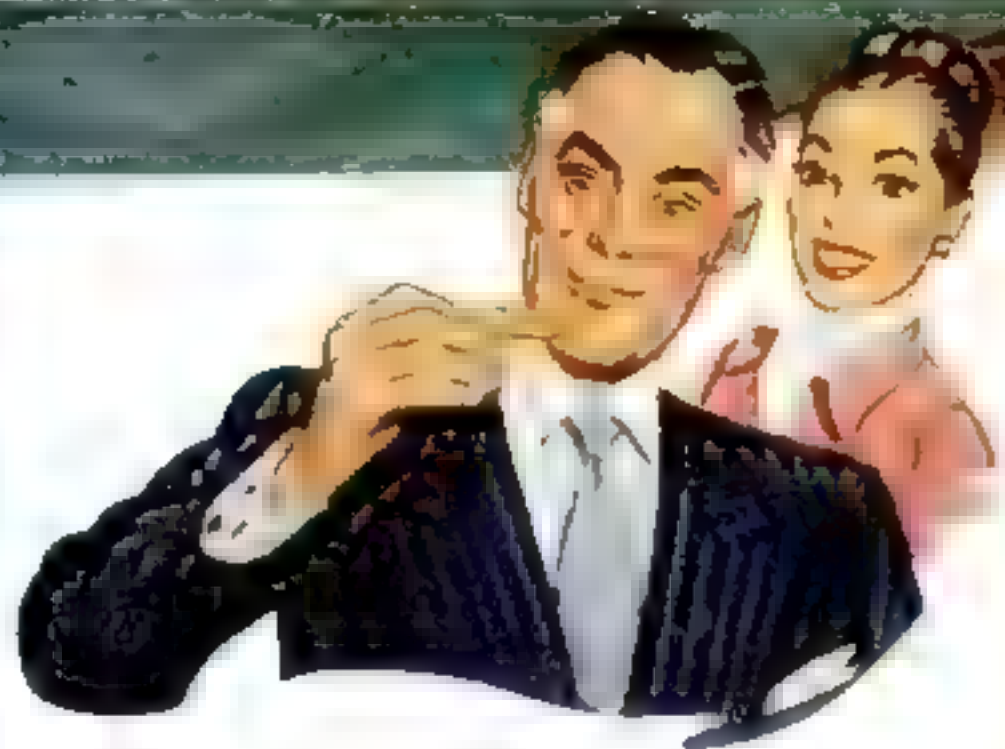
You pay nothing extra for all this when you buy a far-advanced new Studebaker car

or truck. But it's a plus of value that assures fine transportation every mile you drive—and every year you own—a Studebaker.

STUDEBAKER

*Builder of trustworthy
cars and trucks*

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"What flavor!
What texture!
WHAT CHEESE!"

**IT'S KAY BRAND—THE ALL-'ROUND
FINEST NATURAL CHEDDAR YOU'VE
EVER HAD IN YOUR LIFE**

For cheeselovers who appreciate truly fine *natural cheddar*—here's a real find!

—A natural cheddar that's *always* mellow-good, with the melt-in-the-mouth texture you love

—A natural cheddar made from *pasteurized milk* and *cured in its own sparkling wrapper*

It took the particular talent of Kraft, and years of work to bring you a natural cheddar so altogether fine. Even the Kay Brand wrapper you see at the food store had to be *specially developed*—so the cheese can cure through and through *without rind*.

Taste this masterpiece of the cheesemaker's art. Your folks will love Kay Natural's flavor and texture—with pie, in sandwiches . . . with salad as illustrated here . . . on the cheese tray.

FREE! Beautiful new illustrated booklet of cheese trays for all occasions. Write Kraft Foods Company, Dept. L-4, Chicago 90 for "AND THEN—THE CHEESE TRAY!"



A TRIUMPH OF KRAFT SKILL

Kay
NATURAL

Just see the name
Kay on the
original wrapper



CHEDDAR CHEESE
NATURAL

CHEDDAR CHEESE
NATURAL

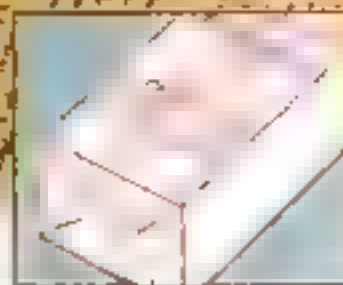
CHEDDAR CHEESE
NATURAL



A great in-sandwich
cheese—made
of natural cheese



Kay Brand Cheddar
is made from
pasteurized milk



Cured right in its
own special
transparent wrapper



You buy it sliced
in a convenient
cheese tray or . . .



Some dealers cut it
up for you into
wedges or blocks

His



Hers



Huskies

Yours
for fun
for style
for action

for only \$3.95

HUSSCO SHOE COMPANY
1328 Broadway, New York City

LETTERS TO THE EDITORS

CONTINUED

fit two sections together, and even gnawed down the end of one section so that it would fit into the second. With this improvised tool the bananas were obtained.—ED.

Sirs:

To my mind you have left unmentioned the greatest difference between man and the higher anthropoids—"conceptual mentality" or the capacity for working with mental images. Briffault says, in his *Evolution of the Human Species*, "upon conceptual thought depends human mentality and the difference between it and the psychism of animals." In other words the chimp faced with the out-of-reach bananas could not have solved the problem if the means of solution had not been within sight.

GORDON COOPER

Lansdowne, Pa.

Sirs:

What caused the circling caterpillars to quit after eight days? Did they die of starvation or just collapse from sheer exhaustion?

T/SGT. RAYMOND L. PARSONS
New York, N.Y.

● They got tired and fell off. They also rested from time to time. Whenever one caterpillar stopped, the one behind would bump into it and stop too. All would get a short breather until the march started again. Eight days is the record for circling caterpillars. It was established during an experiment (to determine the lack of adaptability of instincts in an unusual environment) conducted by French Entomologist Jean Fabre.—ED.

The editors of LIFE have been advised by Mr. Churchill that certain passages of the text of his Memoirs relating to the German seizure of Norway and published on page 81 in the issue of May 17 require correction.

The passages in question relate to the incident during the German occupation of Bergen which described the landing of German soldiers from German merchant ships in the harbor and also to the treachery of the Norwegian commander at Narvik. These episodes are not confirmed by subsequent evidence.

DAREDEVIL PHOTOGRAPHER

Sirs:

In reading your article on marksmanship ("Speaking of Pictures," LIFE, May 24) my curiosity was aroused—not at the amazing skill of Mr. Coesey but at the magiclike evasion of bullets Photographer Bernard Hoffman possesses. Your pictures show the exhibitionist firing his pistol directly at LIFE's camera. Assuming that LIFE does not sacrifice a photographer's life for every feature, I am curious as to just how Mr. Hoffman got the pictures with no damage to himself or the camera.

BERNIE SINGER

St. Paul, Minn.

● To LIFE Photographer Hoffman, who covered, among other engage-



One woman tells another—

Secrets? Gossip? Perish the thought! What the women in this story tell one another, they'd be glad to shout from the housetops.

We got it straight from the pen of young Mrs. J. B. Patterson, Jr., of Cincinnati.

Seems Mrs. Patterson was married during the war, when there were practically no Pequot Sheets available for civilians. So she bought whatever brand she could find... and thanked her lucky stars when her grandmother sent her two of her own long-used Pequots. Writes Mrs. Patterson:

"Those Pequots had seen plenty of service, but they still looked firm and soft, and so white. They still do today!"

And so do the Pequots, cut down to crib size, which her mother sent along when

the Patterson baby was born. So now:

"Four generations of my family use Pequots. And at the rate mine are not wearing out, I expect to be able to pass them on to my granddaughter."

There are plenty of grandmothers around today who had Pequots in their trousseaux. And whose daughters advise their daughters to get Pequots for good looks, value and long wear.

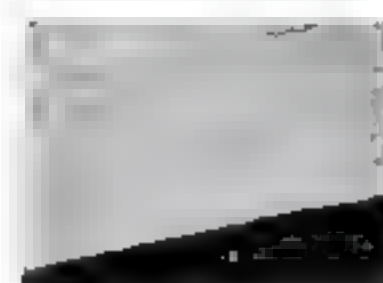
Today, you get two *plus* Pequot features*—two more fine reasons to buy dependable Pequot Muslins—America's most popular sheets.

Pequot Mills, Salem, Massachusetts
Also makers of Pequot Fine Combed Percales

so good-looking so long-wearing



*Projecting size tabs for quick finding on the shelf.



*Double-tape selvages to give extra strength.



PEQUOT SHEETS

Pronounced "PEE-KWAT"

CONTINUED ON NEXT PAGE

YOU FEEL SO

Satiny-Fresh...

SO FRAGRANTLY DAINTY!



For **SWEETHEART SOAP'S**
Extra Lather Has a Gentle
Floating Lift!

• Discover the luxury of SweetHeart baths that leave skin soft and lovely. For pure, mild SweetHeart's creamy, fragrant extra lather is sweet and gentle as a summer breeze.

Yes, SweetHeart's rich extra lather has a floating lift. Countless bubbles bathe the outer pore openings . . . lift off—

float away—dirt and dry skin flakes. Pictures taken through the microscope prove this amazing action.

So get gentle SweetHeart Soap. It now also comes in the new, large bath size—preferred for economy by four out of five women in a survey. Enjoy this luxurious bath soap and save money, too!

Two More Advantages SWEETHEART Users Enjoy!

1. EXQUISITE FRAGRANCE . . . delicate, haunting, like very costly beauty preparations.
2. OVAL SHAPE . . . dries faster. Stays daintier—also helps avoid wasteful "melted soap."

• And for your lovely complexion, discover SweetHeart's Floating Lift Beauty Care. Night and morning, massage your face one minute with SweetHeart's extra lather. Rinse with warm—then cold water. Your skin is cleansed . . . stimulated . . . more radiant.



SWEETHEART

The Soap that AGREES with Your Skin

LETTERS TO THE EDITORS

CONTINUED

ments, the famed march of Merrill's Marauders, the first B-29 raid on Japan, and Hiroshima and Nagasaki, the Geesey assignment was duck soup. He merely installed his Magic Eye camera a few inches to the right of the bullets' trajectory, pushed the remote control to start it rolling and trusted to Geesey's aim not to hit the camera. Once started, the Magic Eye camera rolls like a moving-picture camera, thereby enabling Hoffman to supervise the shot at a safe distance (10 feet).—ED.

MESSAGE FROM A STRANGER

Sirs:

In your story "Authors' Ordeal" (LIFE, May 17) you refer to my book as *Welcome from a Stranger*. The title is *Message from a Stranger*, a fact which could have been verified by the simple expedient of looking at the book.

I can take the fact that my face in one picture is completely obscured by my hat (my fault for wearing a large one) and that I am the only unidenti-



AUTHOR MANNES

fied author of the five even when I am visible. But for a magazine which claims accuracy and implies omniscience, the slip over the book title should be hard to explain. . . .

Partial amends can be made by printing this letter and the attached photograph, which proves that I have a face even if it does not happen to interest LIFE. . . .

MARYA MANNES

New York, N.Y.

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AETNA "MIAMIAN" SPORTSWEAR

YOU DON'T HAVE TO ASK FATHER WHAT HE'D LIKE—

Aetna FATHER'S DAY GIFT LIST
has the answers

AETNA DRESS SHIRTS

AT LEADING MEN'S STORES
AETNA SHIRT CORP., BALTO. 1, MD.

"We make 'em extra special good"

Richardson's Candy Chef

U-ALL-NO

Richardson's

AFTER DINNER **MINT**

Pure CANE Sugar plus Natural MINT for Flavor

10¢

Thos. D. Richardson Co., Philadelphia 34, U.S.A.

NOW! GENERAL ELECTRIC PRESENTS . . .

A Tank-type Cleaner with a "Throw-Away" bag!

NOW YOU CAN be free forever from the messy job of emptying a vacuum cleaner bag!

With the new General Electric "Airflo," you just throw the bag away, dirt and all—insert a fresh, clean sanitary one in its place.

Look, here's how simply it works:



Unclamp end cap of cleaner. Slip "Throw-Away" bag inside permanent cloth bag. Replace end cap. It's ready for days of easy cleaning.



To remove the bag, unclamp the end cap, and pull the bag out. Then throw it away, and start afresh. It's easy as that!

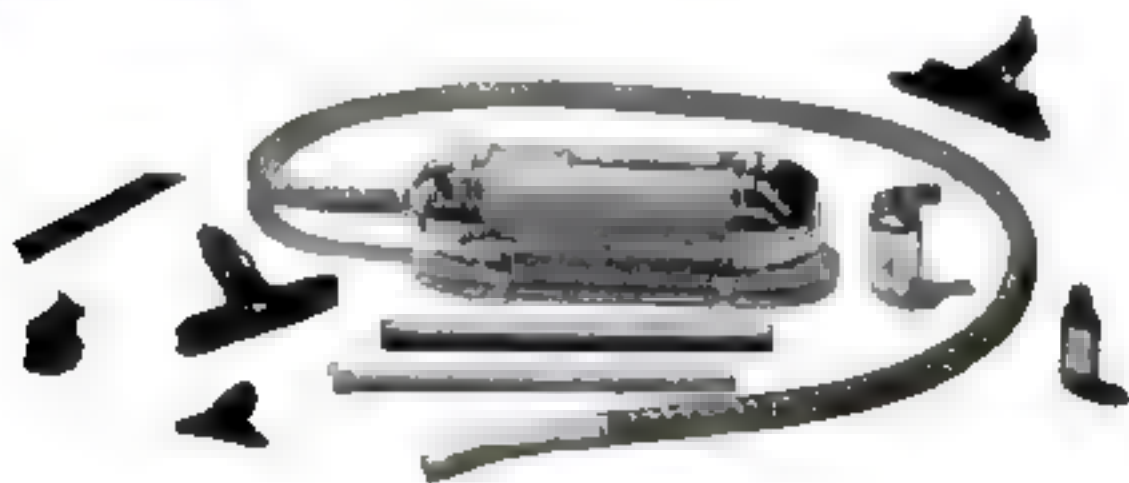
YOUR HANDS never touch the dirt—you never breathe it. Cleaning is really a clean operation, all the way through.

Four "Throw-Away" bags of pressed white cotton come with every new "Airflo" Cleaner. Replacements are available from your General Electric retailer in handy packs of three.



Figured for normal cleaning, the average cost of "Throw-Away" bags is only a few pennies a month. A tiny price for such a marvelous convenience!

And if you ever run out of "Throw-Away" bags (bet you'll see that you don't!), you can use the "Airflo" with the regular permanent cloth bag that's already in it.



REACHES EVERYTHING—GETS ALL THE DIRT!

CLEANS: floors • walls • stairs • rugs • upholstery • radiators • lamp shades • Venetian blinds • draperies • mattresses.

SPRAYS: liquid wax • water-color paints • insecticides • mothproofing liquids.

You'll like these other "Airflo" features, too:

- ★ Full-length skids—for easy gliding
- ★ Handsome styling—in gray ripple finish, polished ends
- ★ High-speed G-E motor—quiet, dependable, never needs oiling
- ★ Built-in condenser—to cut down radio static
- ★ Long hose, 2 extension tubes, and 7 attachments made of new material that won't leave black marks.



A complete "round-the-house" unit, designed to ease you through all your cleaning. See the new "Airflo" with "Throw-Away" bag—try it yourself—at your nearest General Electric retailer's. General Electric Company, Bridgeport 2, Connecticut.



Approved by Underwriters' Laboratories, Inc.

GENERAL  ELECTRIC

HASPEL

REFRESHABLE CLOTHES

TRADE MARK

Hot "Summer Daze" won't slow-up men who keep cool, crisp, well-dressed, in whisper-weight Haspel suits. Easily cleaned for constantly fresh, smartly groomed use.



HASPEL SEERSUCKERS & CORDS
Traditional hot weather favorites. Easily washable...handsome to wear. **\$20.50**

HASPEL SIR PREME
Exclusive blend...durable cotton and rich Celanese* rayon. Corded stripes...luxurious luster. **\$25.50**

HASPEL CELANESE*
The "refrigerated" fabric that's woven exclusively for Haspel. **\$28.50**

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The Haspel label...the mark of the genuine...is your protection. Sold only by cooperating dealers who subscribe to the Haspel policy of product superiority and consumer satisfaction.

HASPEL BROS., INC., NEW ORLEANS 11, LA.

THE SMARTEST COOL SUIT...THE COOLEST SMART SUIT

LIFE

Vol. 24, No. 24

REG. U.S. PAT. OFF.

June 14, 1948

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LIFE



LIFE'S COVER

The wind-blown beauty on this week's cover is Actress Phyllis Calvert, a red-headed English girl who was born Phyllis Bickle—"the same surname as Fredric March," she points out, "although we are not related." Though her principal public following is in England, Miss Calvert now makes one Hollywood movie a year. This led to a falling out with Britain's movie king, J. Arthur Rank, who said he sadly "turned her picture to the wall." When Rank also failed to renew her contract, Miss Calvert returned to the stage, toured England suspended from a high wire as Peter Pan (p. 129).

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"Should husbands and wives take separate vacations?"

ASKED ELSIE, THE BORDEN COW



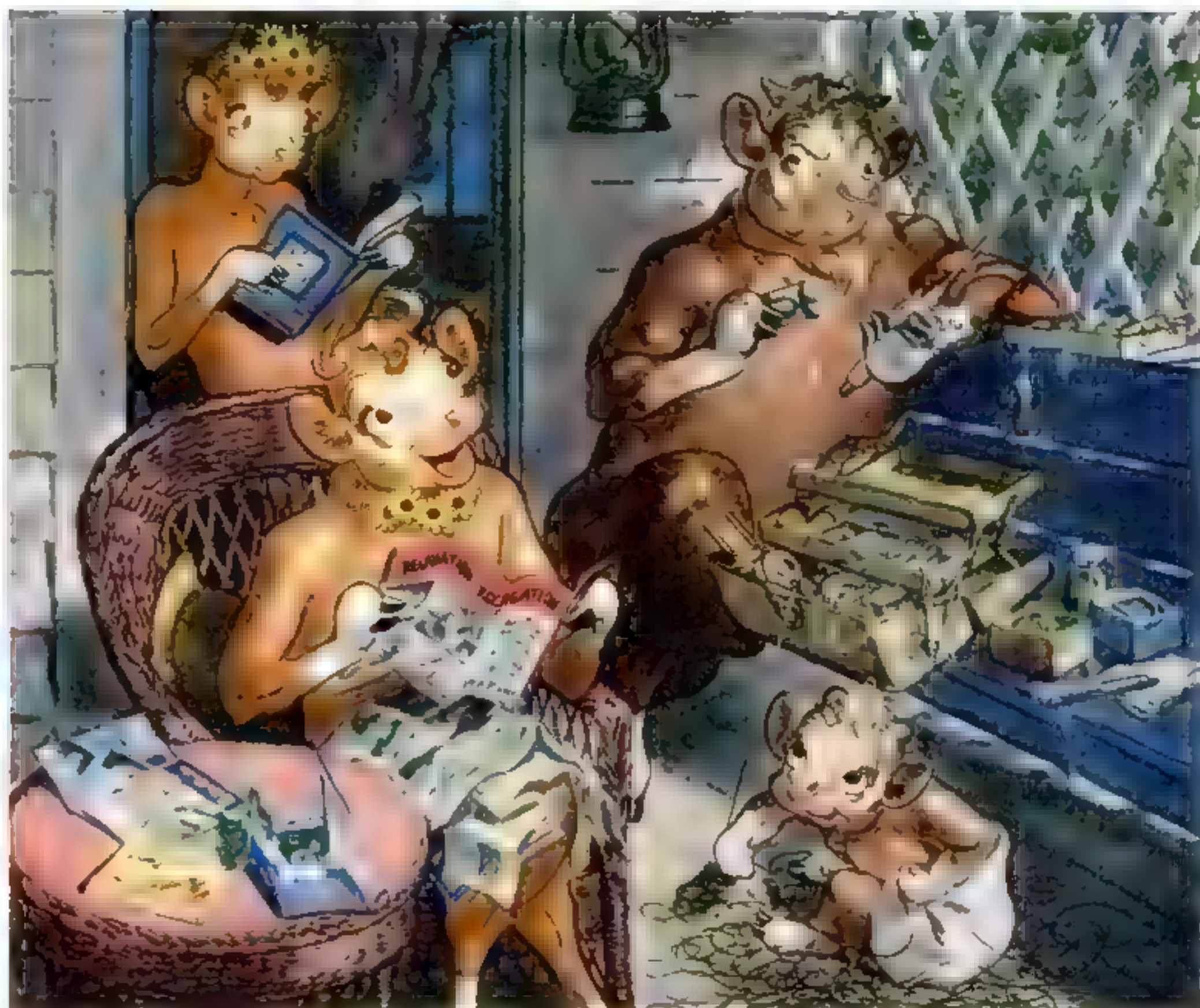
"YOU'RE DARN TOOTIN' they should take separate vacations!" bellowed Elmer, the bull. "A guy needs to get away from the wife and kids—go off with the fellows."

"And what about the wife?" asked Elsie, the Borden Cow.

"Oh," airily answered Elmer, "she can go off with the kids, and have herself a swell time."

"If you think it's so much fun to go off with the children," smiled Elsie, "why don't you take Beulah and Beauregard with you?"

"Have a heart, woman!" squirmed Elmer. "What does a husband know about taking care of young ones and feeding them?"



A FULL DAY'S SUPPLY of Vitamins A, B₁, B₂ (G), D, Nicotin, and Iron, Calcium and Phosphorus in just a glass of chocolaty, lip-smacking Hemo!

relax on the bank of a stream with a fishing rod."

"Sounds lovely!" breathed Elsie. "If we all took our vacations together, Beulah and Beauregard could sit with you while you fished, and I could go off and enjoy myself for a few hours."

"Nothing doing!" roared Elmer. "Kids scare fish. Besides, they might fall in the water."

"Elmer, Elmer," laughed Elsie. "you'll have to think up a better excuse, before I consent to separate vacations."

"Well," mumbled Elmer, "camping is too rough on wives. Can you imagine yourself baking a pie over an open fireplace with all that smoke?"

"Indeed, I can't!" giggled Elsie. "But then, in summer folks love ice cream for dessert—and between meals, too! So, I'd just walk to town for the creamiest, smoothest of ice creams—Lady Borden Ice Cream!"



NEVER IN YOUR ICE CREAM EATING LIFE, have you tasted ice cream like Lady Borden! It's the smoothest, creamiest treat — and sound nourishing food!

"Of all the husbands I know," said Elsie, "you should know the most about food. I've told you hundreds of times about all the nourishing Borden's foods, including Borden's Hemo. It's brimming with vitamins and minerals children — and grownups — need every day."

"Even at vacation time," sighed Elmer, "I can't get a vacation from Hemo."

"But who wants a vacation from Hemo?" asked Elsie. "It's the most delicious, chocolaty drink you ever sipped! And any number of folks drink hot Hemo every night at bedtime to help them relax!"

"I don't want to relax in bed!" snapped Elmer. "I'll



For a list of winners in the contest to name Elsie's baby, write ELSIE, 350 Madison Ave., New York 17, N. Y.

"STOP!" commanded Elmer. "We're not taking the whole family of Borden's foods on our vacation!"

"WHEEL!" triumphed Elsie. "We're going together!"

"Okay, Okay, I'll give in," wilted Elmer, "if you'll stop raving about Lady Borden Ice Cream!"

"As if anybody could ever stop raving about Lady Borden Ice Cream!" chided Elsie. "It's made with rich, golden cream! The berries and fruits used in it are luscious and ripe. As for the vanilla and chocolate — they're simply wonderful. And they have real character."

"It'd take volumes of character," moaned Elmer, "to shut off your Borden sales talk!"

"Not volumes!" corrected Elsie. "Just eight little words—if it's Borden's, it's GOT to be good!"



©The Borden Company

This Bigger SINGLE Head gives you *Faster Whisker Pick-up*...



YOU'LL WHISKERS CAN'T ESCAPE the hundreds of holes that screen the single, round, face-fitting head of the new Sunbeam Shavemaster. It picks up whiskers *faster*, shaves them *closer*, and with a *s-m-o-o-t-h* comfort that gives you the finest, fastest shave you ever had. Note the single, hollow-ground, double-edge cutter that sweeps over-and-back in lightning-fast half-circle oscillations, pressed tight against the inner surface of the comb, getting the whiskers coming and going.

Sunbeam SHAVEMASTER

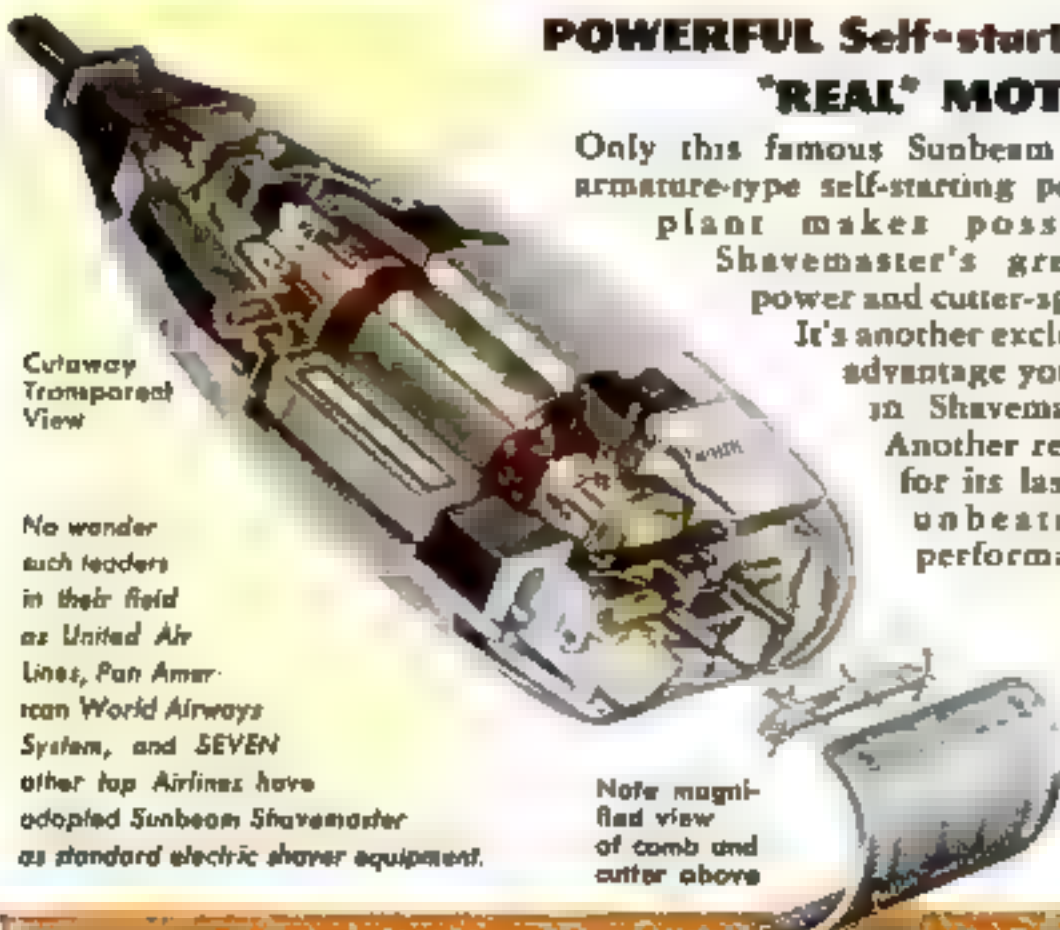
for **QUICKER, CLOSER, COMFORT-SHAVES**



JUST THE GIFT FOR DAD
ON HIS DAY JUNE 20TH

POWERFUL Self-starting "REAL" MOTOR

Only this famous Sunbeam real armature-type self-starting power plant makes possible Shavemaster's greater power and cutter-speed. It's another exclusive advantage you get in Shavemaster. Another reason for its lasting, unbeatable performance.



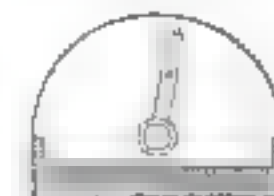
No wonder such leaders in their field as United Air Lines, Pan American World Airways System, and SEVEN other top Airlines have adopted Sunbeam Shavemaster as standard electric shaver equipment.

ONLY UNTIL YOU'VE ACTUALLY USED the New Sunbeam Shavemaster will you appreciate why thousands of men who were formerly skeptical of electric shavers are changing to Shavemaster every day. They not only *like* Shavemaster—they are the most enthusiastic body of boosters any product ever had.

That's because Sunbeam Shavemaster has *one* head—one lightning-fast cutter. The larger, single head has a greater continuous-shaving-surface for faster whisker pick-up. No beard too tough—no skin too tender. Inside this 2-thousandths-inch-thin screened head a single hollow-ground cutter with double shaving edges shaves close as a straight-edge, and faster. This exclusive shaving principle is completely different from all others. It's patented.

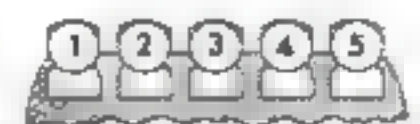
Whether you're a soap-and-blade veteran, or have used other electric shavers, Sunbeam Shavemaster can give your face a new lease on life. But better than anything we might say—ask the man who has tried them all, and convince yourself. See Sunbeam Shavemaster at your dealer's.

Why we use **ONE Bigger Single Head** instead of a multiplicity of small heads



NEW Shavemaster Model S

This **BIGGER** Single Head with continuous-round shaving surface and greater cutter speed gives you faster whisker pick-up.



Multiple Heads

Sunbeam's bigger single head surpasses many smaller heads in the number of shaving actions (per sq. in. of face) and in cutter speed.

© SUNBEAM CORPORATION

• Chicago 30, Illinois

• Toronto 9, Canada



THE MEN WHO RUN THE HOUSE confer earnestly at the Speaker's rostrum after a hard day's session. Planning for next day's work are, from the left, Majority

Leader Charles Halleck, Speaker Joseph Martin, Chairman Leo Allen of Rules Committee, G.O.P. Whip Leslie Areeda, Chairman John Taber of Appropriations Committee.

CONGRESS WINDS UP MEMORABLE SESSION

IT PREPARES TO ADJOURN AFTER RE-ESTABLISHING THE PRESTIGE OF THE LEGISLATIVE BRANCH

PHOTOGRAPHS FOR LIFE BY LEONARD McCOMBE

The U.S. Capitol, the high-domed building where the Congress works, meets and often shapes history—was one of the busiest places in the nation last week. The 80th Congress, which had met for 233 days since it first assembled in January 1947, was trying to wind up its affairs. Congressmen have to be politicians as well as lawmakers, and they wanted to get away from Washington for the political conventions starting June 21 and the long and important election campaign which will follow. As at the end of every congressional session, there was a great backlog of important decisions to make, of bills to pass and appropriations to approve. Both houses met for long hours by day and sometimes reassembled at night, at the end of each day the faces of the leaders

showed the strain that they were under (above).

Yet while some work would remain undone or be hastily improvised by the time the 80th left Washington, its members had built up an impressive list of accomplishments (pp. 30, 31). They had started off under a double burden—on the one hand many excitable commentators feared that government would come to a virtual standstill with a Republican Congress and a Democratic President, and on the other hand many overoptimistic citizens figured that a new Congress should cure all of the nation's postwar dislocations overnight. At one time in 1947 a Gallup Poll showed that only 17% of the voters thought the 80th was doing a good job. But it had stuck courageously to its guns—and now its members could rightly

contend that while they had refused to pass some arguable bills, they had never failed to act when action was clearly necessary.

In fact there was good reason to believe that this Congress, over and above the great and precedent-setting decisions it had made on foreign affairs, had carved out a new turn in the history of U.S. government. For years it had been popular to laugh at Congress as a collection of logrollers and political hacks who either served as a rubber stamp for the President or stubbornly thwarted his good intentions. Thanks to the 80th—which had been responsive to the public will without being moved by gusts of passing fancy—the Congress might well be on its way to regaining the stature and dignity the Founding Fathers intended for it.



ON HIS WAY TO A 10 A. M. COMMITTEE MEETING VORYS CATCHES UP ON HIS MAIL

THIS IS HOW A CONGRESSMAN WORKS

The man whose busy and never-ending activities are shown on these pages is John M. Vorys of Ohio, an able and conscientious congressman who was a Phi Beta Kappa at Yale, a flier overseas in World War I and a first-rate attorney in Columbus before he was elected to the House in 1938. Congressman Vorys, who is 52 and a comparative newcomer to the House, lacks sufficient seniority to be one of the top leaders shown on the preceding page. But by putting in the sort of chore-packed days shown here and by diligently studying world affairs and growing in breadth of vision as the problems grew more complicated, he has made himself one of the indispensable doers and thinkers who are relied on by the congressional leaders and respected by the rank and file. Vorys is a good example of the kind of congressman who works without much glory but to great effect.



AT BREAKFAST TABLE Vorys runs through the newspapers as he eats a quick meal with his wife (left) and his daughter Mary, 13, who is a student at Holton Arms in Washington. Vorys also has two older children, a daughter who goes to Bryn Mawr and a son who has just completed a two-year enlistment in the Marine Corps and is visiting in Ohio.



WRITING A SPEECH to be delivered at an Ohio college commencement, Vorys works late into the night, surrounded by transcripts and *Congressional Records*.



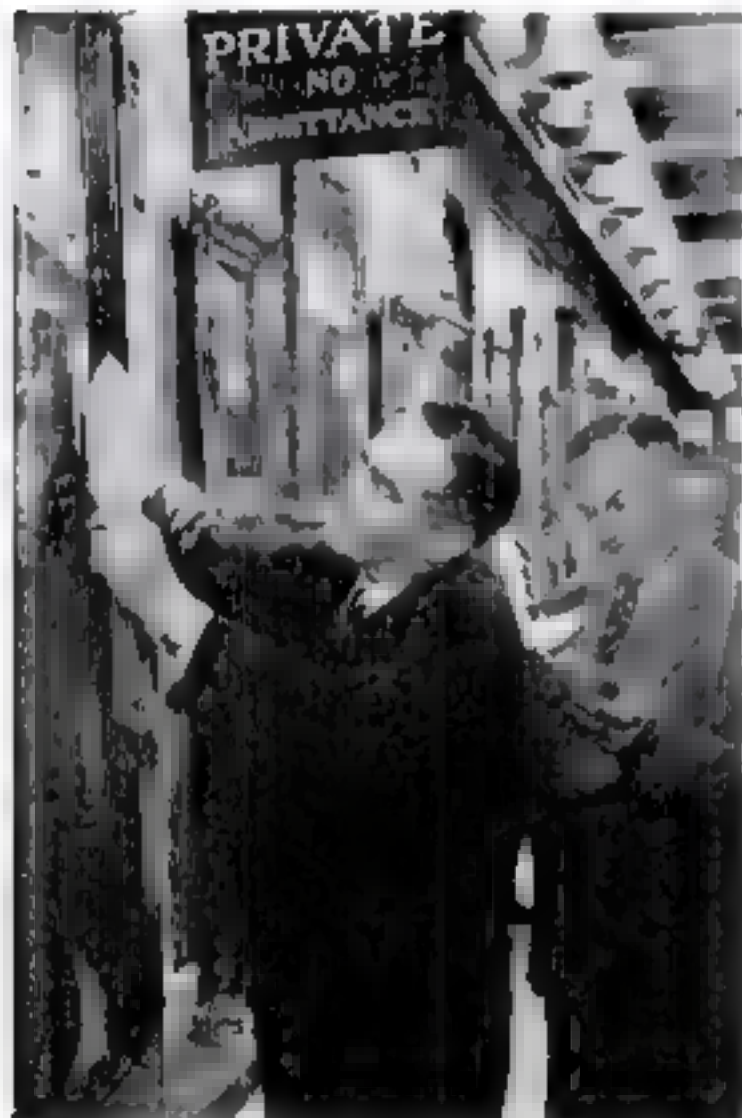
MEETING CONSTITUENTS at his office is another part of a congressman's job. Here visitors look is signed by Fred Dunn who is an Olmsted county auditor, and his wife.



ON FLOOR OF HOUSE Vorys confers at end of the legislative day with Speaker Martin who has asked a page boy to bring them a copy of a foreign-policy bill which Vorys is seeking to have passed before the adjournment of Congress. The bill would authorize the Administration to undertake military collaboration with Europe's Western Union.



IN HIS OFFICE Vorys dictates a summary of his arguments for the foreign-policy bill which he will deliver at a meeting of the House Foreign Affairs Committee. When he is working in his office he often keeps his left leg up on the desk like this because the knee was injured in a gymnasium accident a few months ago and still bothers him occasionally.



SIGNING LETTERS against door of the House lounge completes one morning chore. He has been called from House by secretary, who is not permitted to enter.



SOCIAL OBLIGATIONS include attending diplomatic functions. Here Vorys and his wife (next to him) eat a buffet supper as guests at legation of Union of South Africa.



AT END OF DAY Vorys walks wearily back to his office through the long tunnel connecting the Capitol with the House Office Building a block away. On this day he had spent over an hour in his office dictating and receiving visitors, had spent two hours in committee meeting and five hours on the floor, and still planned to work at home after dinner.

80TH CONGRESS

FINISHED BUSINESS

Refusal to Seat Bilbo
 Amendment to Limit President's Terms (must be ratified by states)
 \$400,000,000 Aid to Greece and Turkey
 \$332,000,000 for General Foreign Relief
 Ratification of Peace Treaties with Italy, Hungary, Romania & Bulgaria
 Establishment of Commission on Reorganization of the Executive Offices
 Taft-Hartley Labor Act
 Modified Rent Control
 Order of Presidential Succession
 Payments on Veterans' Terminal Leave Bonds
 Unification of Armed Forces
 Interim Aid to Western Europe
 Voice of America Program
 Foreign Economic Cooperation (Marshall Plan)
 Aid to China
 Tax Reduction
 Budget Cut
 Investigation of Steel Industry
 Investigation of Howard Hughes and General Meyers
 Investigation of European Problems by Field Trips to Europe
 Investigation of Communists in Hollywood
 Investigation of Edwin Pauley's Grain Speculation

BUSINESS STILL UNDER CONSIDERATION

Appropriation to Implement ECA
 Extension of Reciprocal Trade Treaties Act
 Admission of Displaced Persons
 Military Collaboration with Western Europe
 Selective Service Act
 Departmental Appropriation Bills
 Extension of Atomic Energy Commission
 Repeal of Oleomargarine Tax
 Transfer of Tidelands Mineral Rights to States
 70-Group Air Force
 Taft-Elender-Wagner Housing Program
 Broadening of Social Security System
 Mundt-Nixon Bill

BUSINESS PASSED OVER

Price Control
 Civil Rights Legislation
 Federal Aid to Education
 Compulsory Health Insurance
 Statehood for Hawaii and Alaska
 Minimum Wage Increase

BOX SCORE OF CONGRESS ACCOMPLISHMENTS STOOD LIKE THIS LAST WEEKEND

THIS IS WHAT CONGRESS HAS DONE

The hard work of men like John Vorys, the congressional leaders and the rank-and-filers has had some far-reaching results. Up to last weekend the Congress had passed more than 1,000 bills and conducted numerous investigations, the most important of which are shown above. The outstanding accomplishments were in foreign affairs; by a large bipartisan majority the Congress completely reversed the pre-World War II isolationism of the U.S. and committed the country to take the leadership in the non-Communist world. On the domestic side the Republican majority went contrary to the President's wishes by passing the Taft-Hartley Labor Law and ignoring such measures as price control. The domestic record of Congress thus will undoubtedly be a big issue in the presidential campaign—with President Truman attacking it and the Republicans standing on it.



SENATE POLICY committee of the G.O.P. meets to decide which bills are "musts." Clockwise around table

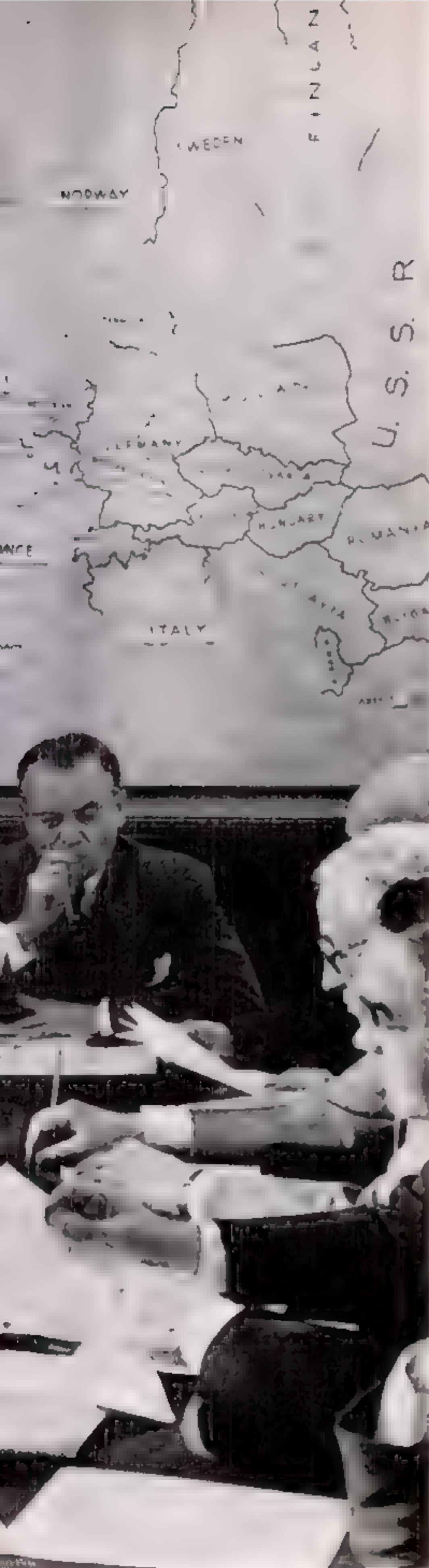
from left are Millikin, Wherry, White, Taft, Vandenberg, Saltonstall, Ferguson, Committee Secretary Smith.



"WATCHDOG" committee set up by Senate and House meets to hear a progress report on E.R.A. Clockwise are

THE BIG ISSUES ARE HAMMERED OUT IN COMMITTEE AS TIME GROWS SHORT

The 18 committees which constitute the real workshops of the Senate and House were meeting all over Capitol Hill last week in an effort to get all important business out of the way before adjournment. The Senate's Republican Policy Committee, at the meeting shown above at left, decided that priority should be given to the draft, the bill to admit 200,000 displaced persons and the extension of the reciprocal trade agreements. These decisions were later



Congressman Bloom, Committee Assistant Dewey, Senators Bridges and Smith, Congressmen Taber and Vorys.



ARMED SERVICES committee of the Senate considers the Navy's request to build 65,000-ton supercarrier.

Senator Gurney is presiding. The first three men at his right hand are Bridges, Saltonstall and Admiral Denfield.

cleared with Republican leaders in the House and the three bills were moved up toward the top of the congressional agenda. Meanwhile the other committees—which study the full gamut of legislative problems from fisheries to foreign relations—were similarly clearing the decks for action on the vital issues confronting them.

The committees seldom make startling news except when they have an im-

portant witness like Secretary of State Marshall to testify on a policy matter or when they get into a row such as the Hollywood hearings by the Un-American Activities Committee last fall. Yet day in and day out they dig away—calling in the experts, listening patiently to men of knowledge and goodwill and also to men with axes to grind. Their intensive spadework helps the Congress to move much more quickly than if it had to ponder every small point from the floor.



PROTEST COMMITTEE against Mundt-Nixon bill pushes into Capitol to buttonhole every legislator in sight.



THEIR PETITIONS are unrolled in the office of Senator Ives. He treated them well but made no promises.

Congress CONTINUED



SENATOR LUCAS OF ILLINOIS UNBURDENS HIMSELF OF A FEW THOUGHTS ON PROTEST COMMITTEE'S TACTICS

THE CONSTITUENT IS ALWAYS A DELICATE PROBLEM

One unsolved problem of every congressman is the question: as an elected representative of the people should he follow public opinion, or as a man responsible for the nation's laws should he vote his own convictions even when they are unpopular? The problem is doubly difficult because so many people try to influence Congress that often a legislator does not know whether he is listening to the genuine voice of the people or to propaganda inspired by organized pressure groups. Each time he gets his mail, a congressman must ask himself: 1) Are these letter writers a true cross section of my district? 2) Were the letters written out of sincere belief or at the behest of somebody adept at putting on the heat?

Full-dress demonstrations are often staged in the Capitol to impress congressmen by sheer weight of numbers. One such demonstration (left and above) occurred last week when 4,000 people came to Wash-

ington to protest against passing the Mundt-Nixon bill which is directed against the Communist party. In this case congressmen could not even be sure of the motives behind the demonstration. Although the group doubtless contained many sincere people who feared for civil rights, it probably also contained Communists who hoped their tactics would work in reverse by irritating Congress into passing the bill, thus making them martyrs.

Members of Congress are amazingly available to their constituents. Even Robert Taft—who to most Americans is Mr. Senate—can be waylaid at any time in the Capitol corridors. One day last week, as he walked from a conference to Senate chamber, he was approached by a woman (opposite) plugging for a cabinet job for Novelist Louis Bromfield. The dialog and Taft's expression reflected the mixed emotions congressmen have toward the voting public.

VOTER'S QUESTION: "IF ELECTED WILL YOU MAKE
LOUIS BROMFIELD SECRETARY OF AGRICULTURE?"
SENATOR'S REPLY: "HE'S A VERY GOOD FRIEND"



THE MUNDT-NIXON BILL ONE CANNOT LOVE IT, EVEN FOR SOME OF ITS ENEMIES

When the House of Representatives passed the Mundt-Nixon bill, many people felt it would be killed by silence in the Senate. Then it became the subject of a striking radio debate between Governor Dewey and Mr. Stassen. The latter showed great enthusiasm for it, and Senator Alexander Wiley of Wisconsin began pushing it. Whereupon Commissar William Z. Foster bellowed against it, and hybrid Henry A. Wallace came up with some emulatory protests. As a consequence some senators began illogically to think of voting for a bill they had formerly opposed. So a dead issue was revived, at least for the moment.

The Mundt-Nixon bill aims primarily to jail whoever seeks by word, print or association to set up a dictatorship in the interest of a foreign government. It would compel Commie front groups to register and make the C.P. and its fronts disclose the names of members. This "pure-food labeling" approach to the Comies sounds good on its face.

Yet there are sound arguments against the Mundt-Nixon bill. Today the Communist party is legal. Men like Governor Dewey, Senator Taft, J. Edgar Hoover and William C. Bullitt say we should let it stay legal. So do Representatives Mundt and Nixon. Why not? That part of the C.P. apparatus which has always been underground has most successfully tricked

anti-Communists. To push the entire party underground would only make a bad matter worse. An iceberg is easier to deal with than an underwater object.

Would the Mundt-Nixon bill outlaw the C.P.? Despite the opinions of the coauthors it seems naive to doubt it. For one thing Communist Commissar Foster has said that it would. His party, so he has announced, would refuse to register under it. And in the last analysis there can be no better authority as to a man's future illegality than himself.

If Foster were eventually to outlaw himself under the proposed Mundt-Nixon legislation, he would win sympathy which would help his underground work. He could go to prison (he is willing) but his followers would disguise themselves (as Communists did when outlawed in Canada) and continue to function.

So much for policy. But there is also principle. As interpreted by the Supreme Court the First Amendment to our Constitution means that we cannot punish people for thoughts, associations or even statements except under circumstances of "clear and present danger." Stalinist rule of the U.S. is not a clear and present danger today. To abandon our old doctrine would be to confess that liberty is a phony, that the Communist theory of capitalist democracy is right.

Moreover the terms of the bill are a bit loose; it might be used against non-Communists. The bill would permit the Attorney General to determine guilt. But as Senator Ferguson implies, this would violate the "due process of law" clause of the Fourteenth Amendment. The Espionage Act, the Subversive Organizations Registration Act and the Foreign Agents Registration Act are already on the books, the U.S. prosecutors can enforce these laws without infringement of due process.

Even from sinners we can learn. This would presumably cover learning from Wallaceites, one of whom made an interesting remark in the Mundt-Nixon debate. Though "Communists wear clothes," said Congressman Marcantonio, "I am not going to advocate a nudist colony." While it is doubtful that many Wallaceites would stay dressed if the C.P. began stripping, there is instruction in Marcantonio's gag: we should take no position in terms of sheer contrariness to a tricky enemy.

So let us keep our constitutional shirt on. This means rejecting or shelving the Mundt-Nixon bill. Inasmuch as the Communist party gives signs of preparing to go underground on its own volition, the better to bedevil us, rejection would disappoint them by depriving them of a chance to yell about "police state persecution."

THE U.S. BACKYARD ITS RICHES SHOULD COUNT IN THE STANDARD OF LIVING

What goes into an officially computed standard of living? The Department of Labor can measure wages (up 105% since 1939) or it can compile a weighted index to the cost of living (up 70% since 1939). The Department of Commerce can tell the size of the national income; the Department of Agriculture can furnish statistics on what the farmers are producing and buying. In a world of poverty we look inordinately blessed. Indeed that incorrigible optimist, Henry G. ("Buck") Weaver of the General Motors customer research department, has worked it out that "the people of the U.S. are exactly nine times better off than the average people in the rest of the world."

But do all the official figures indicate the actual richness of American life? While one challenges the statisticians at one's peril, it is a good guess that they do not. It may be that one has to go to Europe to get a correct perspective on the U.S. methods of counting its blessings.

When the late Wincenty Witos, leader of the Polish Peasant party, invited a colleague to dinner after the end of the war, he apologized for the scantiness of the fare; the Red Army had made off with his chickens. Loss of those

chickens made all the difference between comfort and destitution to the grand old man of Polish politics. In the U.S., however, the Witos chickens (taking them symbolically) are not considered worth noticing. If Witos had been a Polish-American mechanic working in Detroit, his wages would figure in the \$200 billion national income. But the contents of his backyard, stolen or not, would hardly reach a statistician's desk in Washington.

Secretary of State George C. Marshall is an enthusiastic gardener—does his income in scalions, lettuce and new peas figure in the reports? The question may sound frivolous, but if it were multiplied it might bring forth a serious answer. A spot check anywhere would turn up dozens of Marshalls. On one mile of Connecticut road, for example, lives a retired broker whose income from the capital he amassed some time ago is correctly computed in Washington. The broker does no gardening or stock raising, but his 14 near neighbors have, in addition to measured income, a really sizable number of symbolic Witos chickens.

A laundryman, for instance, keeps two pigs, two lambs and works a big garden; his wife,

adept at home freezing, buys few vegetables. A nearby state trooper raises turkeys for his table; in the spring he gives eggs to friends and to prowling neighborhood children. An electrician keeps four lambs, which he kills and replaces from time to time. A slaughterhouse worker has geese, pigs and a garden.

And so it goes along one representative mile of road. A factory mechanic keeps goats one year, chickens the next—but the unvarying point is that his milk and eggs and the feed he raises do not get into the stream of commerce. Who, then, besides a few neighbors, can know about them? On its journey from nest to human stomach, the state trooper's turkey egg passes no point of computation. Thus it cannot figure in the official standard of living except by wildest guess.

Heaven takes note of every sparrow that falls—and possibly of every home-grown radish that goes down an American gullet. But until the statisticians refine their methods they cannot know the real U.S. standard of living. It is probably richer than anybody suspects—and even in depression it may not fall as far as the Jeremiahs would have us believe.

PICTURE OF THE WEEK: ➡

At a Point Reyes, Calif. rodeo on May 23 a comparatively inexperienced contestant named Lloyd Lippi climbed the chute and gingerly crawled on the back of a huge spotted bull. The animal was already pawing and

scrapping its horns angrily. The chute gate shot open, and almost immediately Lippi was hurtled over the horns to land directly in front of the maddened bull. But as the bull was about to trample him, Lippi's flying hat

attracted its attention (*opposite*). Completely ignoring the prostrate rider, the bull charged toward the hat, giving Lippi a chance to scramble safely back to the chute, thoroughly scared but none the worse except for bruises.

RODEO PERFORMER IS TRAMPLED BUT ESCAPES DEATH
BECAUSE FLYING HAT DISTRACTS ATTENTION OF BULL





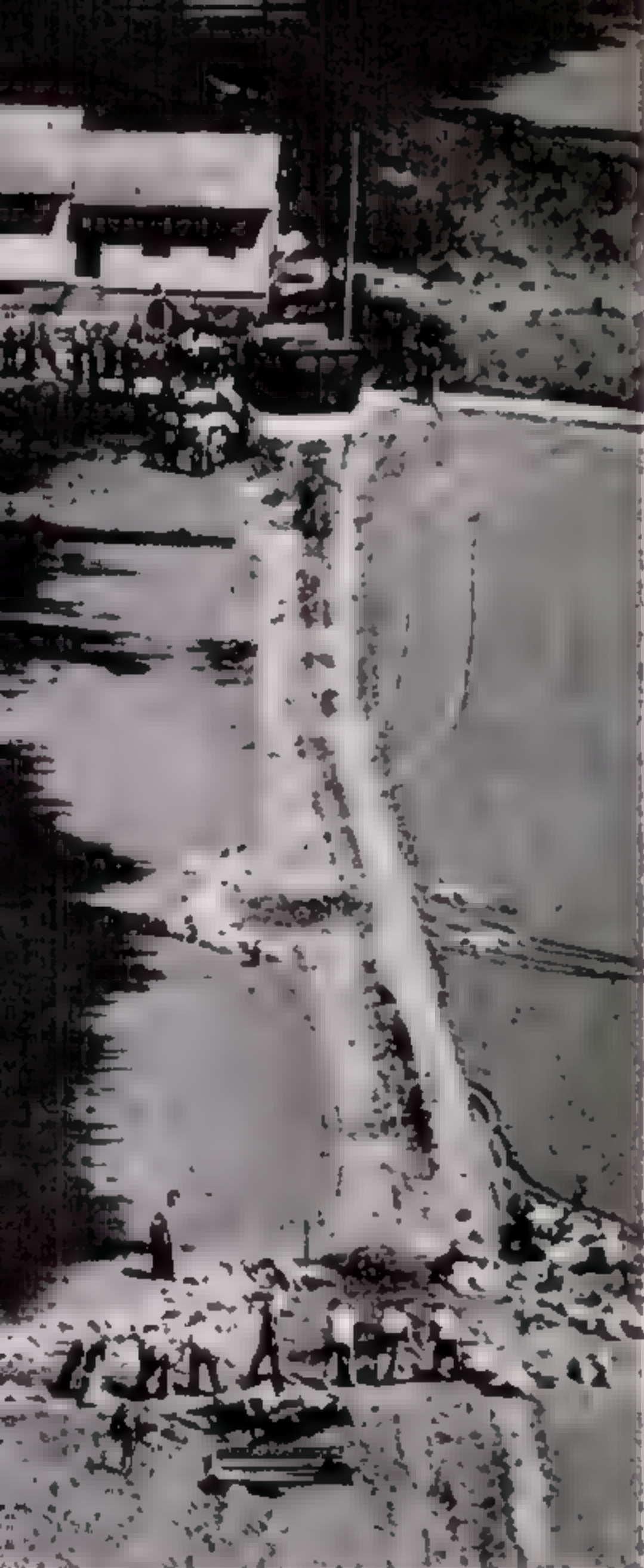
IN A THIN LINE ALONG DIKE OUTSIDE PORTLAND, WORKERS HEAVE MORE SANDBAGS INTO PLACE TO HOLD BACK WATER THAT HAS SEEPED UNDER EMBANKMENT AT



VANPORT BEFORE THE FLOOD was a huge government housing project built for shipyard workers. Railroad embankment along top of the picture held back the river.



VANPORT AFTER THE FLOOD was this watery wasteland. Place where railroad embankment broke through is marked by gap in middle of the line of trees at top of it



LEFT, RIVER REACHED 14 FEET ABOVE FLOOD LEVEL

NORTHWEST TRIES TO SAVE ITS DIKES

But has its worst flood since 1894

Although the rivers of the northwest U.S. are famous for their powerful waterfalls, they rarely cause as disastrous floods as the rivers of the Midwest and South. But two weeks ago, high up in the Canadian Rockies, unusually heavy spring rains started enormous snowdrifts melting and pouring down into the tributaries that flow into the 1,400-mile-long Columbia River. Within days the lower valley of the Columbia was in the midst of its worst flood since 1894. In Vanport City, Ore., a soggy railroad embankment gave way and within 60 minutes the entire town was covered by 15 feet of water. Only a "bucket brigade" of sandbag heavers (right) saved the surrounding towns. Portland, Oregon's biggest city, barely escaped. Then, at week's end, the news came to the 50,000 homeless that the rains were once again melting the mountain snows, and engineers warned another flood might come sweeping down toward the crumbling dikes along the Columbia,



WORKING AGAINST TIME, a huge crew at Vanport City rushes sandbags along the top of a threatened

dike. At week's end, with river still out of control, the Northwest had not even been able to count all its dead.

CAMERA RECORDS PROGRESS OF THE FLOOD AS IT SWEEPS OVER VANPORT



AS THE WATERS RISE these pictures show the flood rushing into area of the town farthest from the break in the embankment. In top picture the water, coming from the left, has already started Vanport's houses floating from left to right. In middle picture,

taken less than five minutes later, one of the houses is floating out of picture at right. Bottom picture—taken two hours later, shows the damage flood caused. Note that the water tower is at right in this picture, which shows area left of that in top two pictures.

IT'S **BEEF** THAT MAKES THIS NOODLE SOUP



Have you tried this fast-growing favorite?

The taste of beef through and through—that's what you get in Campbell's Beef Noodle Soup. That's what has won it a welcome everywhere, though it's still one of Campbell's newer soups. Fine lean beef is slow-simmered to make a rich invigorating broth. Steeped in that good beef broth are golden egg noodles. And generously measured in are tender pieces of beef. Campbell's Beef Noodle is a soup to know in times like these—a main dish soup that puts the hearty taste of beef in many a lunch and supper.



It's good! It's new!
In favor fast-growing;
It's BEEF straight through—
A soup worth the knowing!

Campbell's
BEEF NOODLE SOUP

LOOK FOR THE RED AND WHITE LABEL

FOR FAST BEEF ALL THROUGH IT

Now A New Era Of Complete

HOTPOINT...World's



A REFRIGERATOR THAT HAD TO BE DIFFERENT

Refrigeration Service With Finest Refrigerator

Hotpoint Combination Food Freezer And Refrigerator In One Single Unit

HOTPOINT proudly announces the greatest advancement in refrigeration since the invention of the sealed mechanism . . . the superb new Hotpoint Combination Food Freezer and Refrigerator . . . two masterpieces of engineering in a single kitchen unit!

REVOLUTIONARY NEW CONCEPT!

● ● Hotpoint's radical departure in design heralds a great new age of complete refrigeration service. Here to fulfill all your refrigeration needs is the world's finest refrigerator—the crowning achievement of 44 years of pioneering and kitchen planning!

A REAL FREEZER, A FULL-SIZE REFRIGERATOR!

● ● This is no makeshift combination. Unlike two-temperature, single-door refrigerators, Hotpoint's refrigerating compartments are completely separate. They have separate doors, separate controls, separate insulation. You can quick-freeze and store up to 52 pounds of meat and garden produce in the food freezer. Flavor is preserved up to a year. In addition you have a full-size refrigerator for all family needs.

SENSATIONAL NEW FEATURES!

● ● Here's out-of-this-world convenience! Hotpoint's refrigerator compartment is scientifically humidified—never needs defrosting. Foods stay fresh and moist without being covered. You get every feature you want—butter conditioner, leftover rack, fruit and vegetable drawers. Your nearest Hotpoint dealer invites you to see this greatest of refrigerators today . . . and learn why everybody's pointing to Hotpoint! Consult the phone book for his address.

Hotpoint Inc. (A General Electric Affiliate), Chicago 44, Ill.

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Everybody's Pointing To

Hotpoint

Refrigerators

I'll go wherever you go!



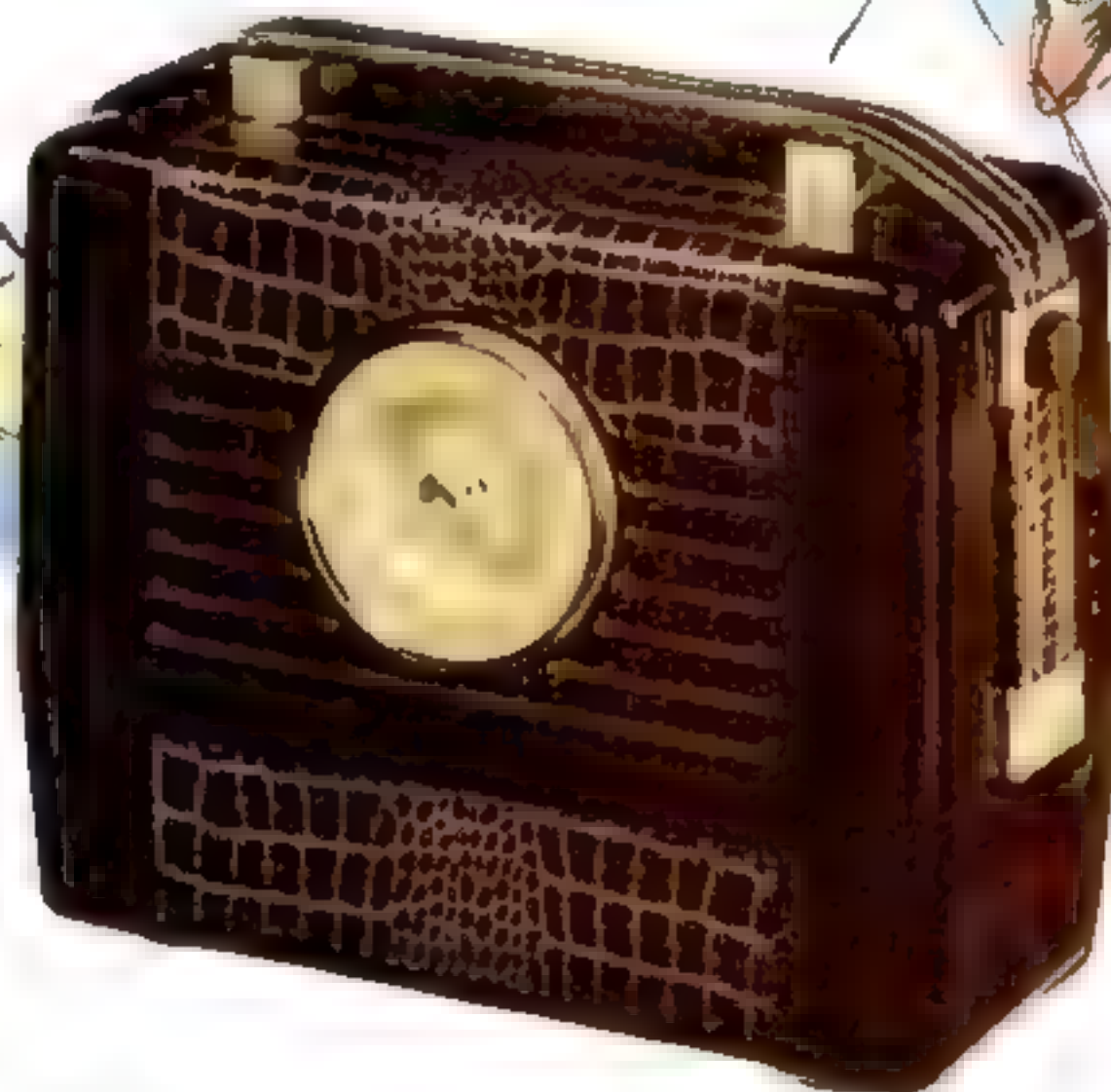
They call me the "Globe Trotter" and that's just what I am! I have a beautiful aluminum and plastic case. I play on AC or DC or on my self-contained RCA battery. Lift my top and I'm turned on—really "giving" with my "Golden Throat"! I'm model 8BX6. \$49.95* less battery.

You can tuck me most anywhere—I'm only 6¼ inches high but I can fill a room with music. "Personal" is my name and I come in black, brown, ivory or red alligator-grained plastic. I play on rugged RCA batteries, sturdy RCA Victor tubes. I'm model 54B. \$29.95* less battery.

I'll be your playmate—always!

We want to go on your Vacation!

I'll be your smart companion!



Yes, you can tell I get around! But hear my "Golden Throat"! Plug me into an AC or DC socket or I'll supply the power myself from my RCA battery! And how do you like my case? It's durable maroon plastic, my golden finished trim won't tarnish and that's a luggage-type covering you see. I'm model 8BX5. \$34.95* less battery.



Tune in Robert Merrill, singing "Music America Loves Best" Sundays, 2:30 PM, EDT, on your NBC station.

*All prices subject to change without notice. Western prices slightly higher.

JKR

Dad'll beam when you give him his new RCA VICTOR on FATHER'S DAY JUNE 20

RCA VICTOR



DIVISION OF RADIO CORPORATION OF AMERICA

PEOPLE



ANGRY MAESTRO Arturo Toscanini took exception last month when a photographer at La Scala in Milan took his picture (*above*) against his wishes. Toscanini's son Walter went after camera and cameraman, left both slightly worse for wear (*below*).



CONVALESCENT GOLFER Aga Khan, spiritual leader of 20 million Moslems, misses a putt on the Mandelieu course on the Riviera. The 69-year-old Aga Khan is recovering from an

operation, presumably regaining lost poundage in case his adoring followers again give him his weight (243 pounds) in diamonds (about \$2 million worth) as they have done twice before.



ZERBE ACHIEVES REPRESENTATIVE PORTRAIT OF NEW YORK SOCIETY

As its chronicler for the last 16 years Photographer Jerome Zerbe has always wanted to take a single, representative picture of the New York society he sees, a picture that would portray its elegance, beauty and peculiarly international flavor. Recently, at a party given by Russian-born Dress Designer Valentina, Zerbe fulfilled his long-standing ambition. Above, arranged

from left to right around Valentina's bedroom, are Actresses Ina Claire and Paulette Goddard, Hostess Valentina Schlee, Mrs. Vincent Astor, Lorraine Dresselhuys, Constance Woodworth, Mrs. William Rhinelanders Stewart, Theatrical Producer Irene Selznick, Mrs. Alfred de Liagre Jr. (Actress Mary Howard), Mrs. Michael Arlen (born Countess Atalanta Mercati in Greece).

With such a cast Zerbe got a portrait of elegance that would have satisfied nearly anyone but perfectionist Zerbe. In his haste to get his sensitive subject matter on record he snapped his shutter while the face of Mrs. John C. Wilson was totally blocked out by Constance Woodworth. "I was worrying about composition," Zerbe complains bitterly. "I didn't have time to count the faces."

CONTINUED ON PAGE 48



FRANK
TASHLIN

For People Who Like Good Things The Easy Way



S-O-O-O GOOD! Instant Maxwell House is not a so-called "coffee product." It's all pure coffee . . . full-bodied, roaster-fresh MAXWELL HOUSE coffee in instant form. It's the only instant coffee with that "Good to the Last Drop" flavor!

AND S-O-O-O EASY! Just take a cup and spoon—and stir yourself a great cup of coffee! No grounds to throw away! No pot to wash! (Thrifty, too! You make only as much as you need—no leftover coffee.)

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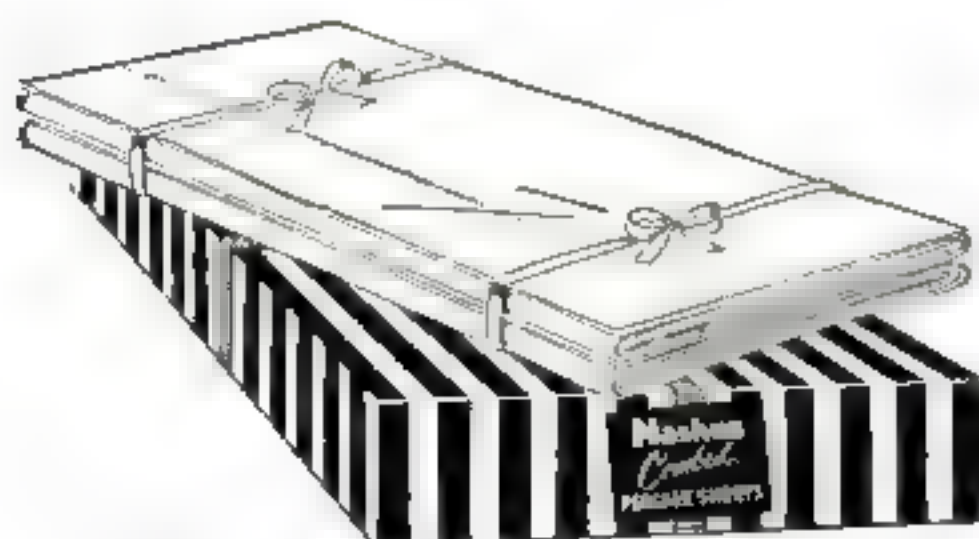


**Instant Maxwell House
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A jar makes fully as much as a pound of regular coffee



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combs the cotton in its
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"Combing" raw cotton (Nashua does it with delicate-toothed machines) takes out the short, fuzzy fibers, leaving the long, smooth ones to go into Nashua *Combed Percale* Sheets and Pillow Cases. This extra process makes Nashua Percales stay smooth through washing after washing, instead of roughing up as ordinary percales often do. There's plenty of wear in these sheets, too... a woven tape selvage absorbs extra strains. Yet all this luxury costs only a few cents more!



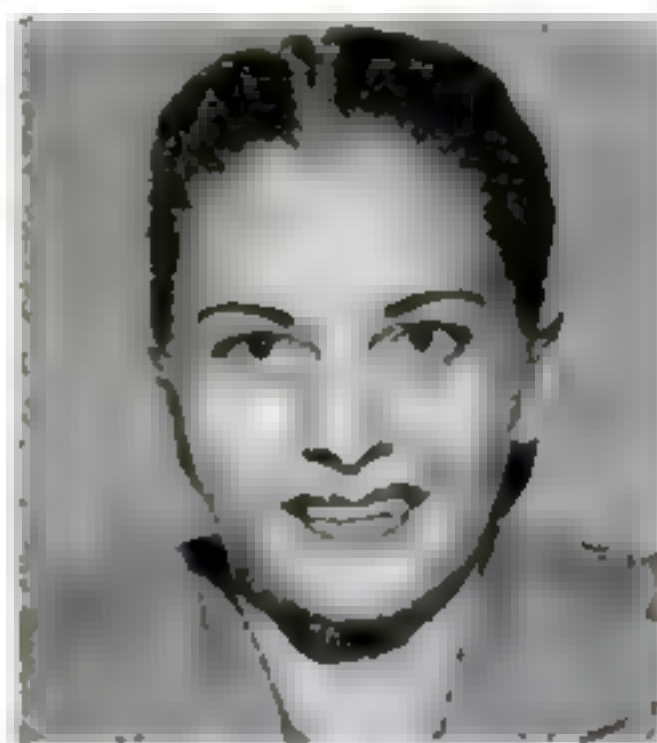
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PEOPLE CONTINUED

WANTED: A MAN AND \$10,000

Last week the nation's divorcees, widows and spinsters were in the grip of a strange new trend. It began when Mrs. Dorothy Lawlor, a divorced hat-check girl of Rockville Centre, N.Y., offered herself in marriage to any man who would give her \$10,000. Soon Mrs. Dorothy McHugh of Boston made a similar proposition. Then in Toledo a Methodist minister announced that his mother-in-law, Mrs. Lucille Journey, was available for marriage for a like sum. Women in San Antonio and Seattle took up the cry. All of them, however, were roundly outbid by Miss Nellie Wolan of Middletown, Conn. She offered a six-room house, asked nothing in return but affection.



MRS. LAWLOR STARTED THE TREND



MRS. JOURNEY WANTS \$10,000 TOO



MRS. McHUGH WANTS \$10,000 TO REGAIN CUSTODY OF HER DAUGHTER



MISS NELLIE WOLAN OFFERS A HOUSE IN RETURN FOR A FOND HUSBAND



We're
tobacco men...
not medicine men
OLD GOLD
cures just one thing:



the World's Best Tobacco

You'll love this spaghetti recipe for low-cost summer meals



This summer — when you're wondering how to feed your hungry family — make this delicious spaghetti!

It's a low-cost, hearty dish for good, husky appetites. And it's so easy to make, too. For Hunt's Tomato Sauce comes to you already *kettle-simmered*. No long, hot kitchen work!

Hunt's Tomato Sauce is the convenient, economical way to buy tomatoes for cooking. *Costs but a few cents a can!* And —

You simply add it to your recipes for stew, rice, meat loaf, fish, hamburgers, eggs, macaroni. *Wonderful for leftovers!*

So — get six cans of Hunt's right away! For just a few cents a can!



Spaghetti — Hunt Style

$\frac{3}{4}$ cup chopped onion 1 clove garlic, minced
1 green pepper, chopped 4 tbsp. oil or drippings
1 lb. ground beef 1 can Hunt's Tomato Sauce
1 $\frac{1}{2}$ cups water 2 tsp. Worcestershire 1 tsp. salt
 $\frac{1}{4}$ tsp. pepper $\frac{1}{2}$ cup grated sharp cheese
1 8-oz. pkg. spaghetti, cooked

Lightly brown onion, garlic, green pepper in hot oil or drippings. Add meat, stir till meat loses color. Add Hunt's Tomato Sauce, water and seasonings. Simmer about 30 minutes, then stir cheese into sauce. Pour part of sauce over hot spaghetti, use remainder at table. Serves 4 or 5. Try it — and watch your family grin with pleasure!

Hunt-for the best



PINBALL-MACHINE ADDICT is a Saroyan creation who cheerfully sticks nickel after nickel into the machine with no luck. Then suddenly (1) he sees the machine

is going to pay off. He encourages it (2) and is rewarded with a colorful display of fireworks (3), some flags and a chorus of martial music. As a good patriot, he salutes (4).

MOVIE OF THE WEEK:

The Time of Your Life

William Saroyan's wacky fable about a saloon and its customers is a film full of comedy and kindness

The slogan posted outside Nick's saloon on the San Francisco waterfront reads, "Come in and be yourself." Inside are a pinball-machine nut (*above*), a lovesick young man, a cop who hates to stop strikers from rioting, a striker who likes cops, a Greek kid who sings *My Wild Irish Rose*, some society slummers, a prostitute and a natural-born comedian who isn't funny. This assortment of characters and what they do make up United Artists' movie, *The Time of Your Life*.

Nick's and the people who go there first saw life in the imagination of San Francisco's Armenian bard, William Saroyan. He wrote *The Time of Your Life* as a play. Nine years ago it was the best thing on Broadway and won a Pulitzer Prize. Now it is a movie which will probably start out by baffling most moviegoers and end up by delighting them. *The Time of Your Life* was not a conventional play and is not a conventional film. For one thing it has almost no story. The central character is a wealthy young man named Joe, who sits in Nick's and by talking to its heterogeneous customers encourages them to be themselves. It is Joe's the-

ory (and Saroyan's) that the real truth about people is to be found in their dreams about themselves and not in the hard facts of their actual existences. Therefore he pretends to believe the most outrageous lies because his belief makes the liars so happy. When Joe buys champagne for a prostitute (*below*) and treats her like a lady, she actually begins to feel like one.

Before this wacky fable is over everybody—except for one villain—sees his dreams come true. Kitty, the prostitute, finds a nice fellow who loves her, and an ecstatic young man wins six free games on the pinball machine. Since *The Time of Your Life* has more talk than action—and some of the talk is stupid—it is occasionally dull. But most of the time it is exhilarating comedy, full of kindness and proving conclusively that people, especially Saroyan people, have more fun than anybody. With some likeable performances added to all this by James Cagney as Joe, William Bendix as Nick and James Barton as a ratchety old windbag (*next page*), people who see *The Time of Your Life* should have considerable fun too.



THE CAGNEYS, sister Jeanne and brother James, act together in the movie, which itself was produced by their brother William.



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Blended Scotch Whisky

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"The Time of Your Life" CONTINUED



AN OLD TRAPPER, played by James Barton, tells Joe his wild and woolly autobiography during the funniest scene (below) from *The Time of Your Life*.

THE TRAPPER'S STORY

TRAPPER: Murphy's the name. Just an old trapper. I don't suppose you ever fell in love with a midget weighing 39 pounds?

JOE: Can't say I have.

TRAPPER: Down in Gallup, 20 years ago. Fellow by the name of Rufus Jenkins came to town with six white horses and two black ones. Said he wanted a man to break the horses for him. Had a meeting at Parker's Mercantile Store and finally came to blows. Bashed his head with a brass cuspidor and ran away to Mexico, but he didn't die. Took up with a cattle breeder named Diego, educated in California. Said, Murphy, your job is to feed them prize bulls. I said, Fine, what'll I feed them? He said, Hay, lettuce, salt, beer and aspirin. Came to blows two days later over an accordion he claimed I stole. I had borrowed it. Busted it over his head. Ruined one of the finest accordions I ever saw.

JOE: Yeah. You were saying, a 39-pound midget.

TRAPPER: Will I ever forget that lady? Will I ever get over that amazon of small proportions? Nearly lost an eye in Houston early one morning, going down the stairs. Ran into a six-footer with an iron claw in place of his right hand. Said, You broke up my home. Told him I was a stranger in Houston. Six feet tall and an iron claw. That's bad on the nerves. Kicked him in the mouth when he swung for my head with the claw. Would have lost an eye except for quick thinking. He rolled into the gutter and pulled a gun. Fired seven times. I went on down the street—running, of course—and left town 20 minutes later, dressed in a woman's silk dress and feather hat. Ever try to herd cattle on a bicycle?

JOE: No, and I never fell in love with a midget weighing 39 pounds.

TRAPPER: Now, son, don't tell me you don't believe me either?



NICK'S SALOON is a place where everyone does as he pleases and therefore feels happy. Paul Draper (center) plays a would-be comedian who tap dances at odd moments. Nick himself (William Bendix, left) rarely objects to anything.



Father's Day
is June 20th

I want...

Van Heusen
shirts

ties, pajamas,
sport shirts,
Wolsey socks



Phillips-Jones Corp., New York 1, N. Y. Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sport Shirts

INCLUDES KELLOGG'S CORN FLAKES, RICE KRISPIES, PEP, SHREDDED WHEAT, BRAN FLAKES, KRUMBLES, CORN-SOYA



For Crispness—

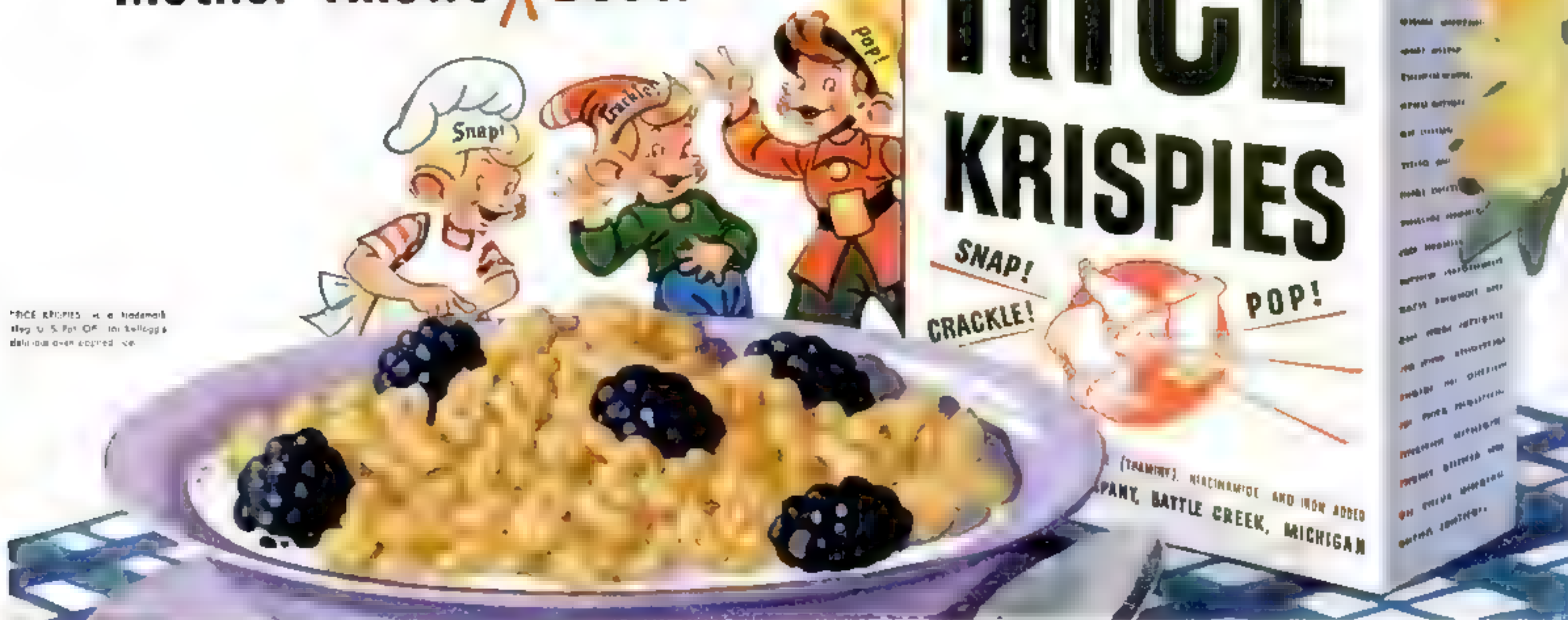
MOTHER KNOWS BEST—

that crispness tempts every member of the family to eat *better* breakfasts. Seven crisp choices in Kellogg's Variety! Corn, rice, wheat—flakes, pops, shreds . . . all fresh, all quick, all thrifty. *More Mothers buy Kellogg's Variety for their families than any other assortment!* It includes...

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tempting, oven-popped rice so crisp that it goes "Snap!" "Crackle!" "Pop!"—right out loud—in milk! Best-loved of *all* rice cereals by young and old. Fresh at your grocer's now, in economical large packages, too . . . Eat a Better Breakfast—start with Rice Krispies!

Mother Knows ^{Kellogg's} Best!



PRICE KNIPES is a trademark
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delicious oven-popped rice.



AT THE CONCLUSION OF A BACKWARD SOMERSAULT THE LITHE FIGURE OF TUMBLING CHAMPION JOANN MATTHEWS SOARS THROUGH THE AIR IN A "BOUNCE OUT"

TUMBLING QUEEN

A pretty 98-pound girl from Texas is country's best flip-flap artist

Seventeen-year-old JoAnn Matthews (*above*) possibly is the prettiest sight ever photographed over a tumbling mat. A 98-pound Texas girl, Miss Matthews looks more like a woman than a woman athlete. She is also gregarious and likes to date and dance. Despite these pleasant handicaps Miss Matthews is the only girl in the U.S. who can do a backward somersault with two full body turns in mid-air. She performs this startling feat as well as cart-

wheels and flip-flaps on an ordinary gymnasium mat, with no apparatus.

Last month JoAnn won the National A.A.U. tumbling championship for the second straight year, but amateur competition may have seen the last of her. There is no nonapparatus tumbling in the Olympics, and JoAnn is now home in Dallas trying to improve her dancing (which is not good) and considering several offers to tumble for money.



BACKWARD SOMERSAULT (above) is traced by path of a lighted bulb on JoAnn Matthew's foot. Forward run and backward flip-flap on her hands (second from left) establish momentum. Then she takes off to do a straight-bodied full spin in mid air

HALF TWISTER (below) also begins with a flip-flap, but instead of straightening her body into an arc JoAnn gracefully turns to her left to land facing forward. Because of a recurring arm injury she is sometimes forced to do flip-flaps with one hand



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TELALARM — same design in a larger size — luminous hands and numerals, bell alarm

Prices on Telechron clocks, including alarms, start at **\$4.50** Plus Tax

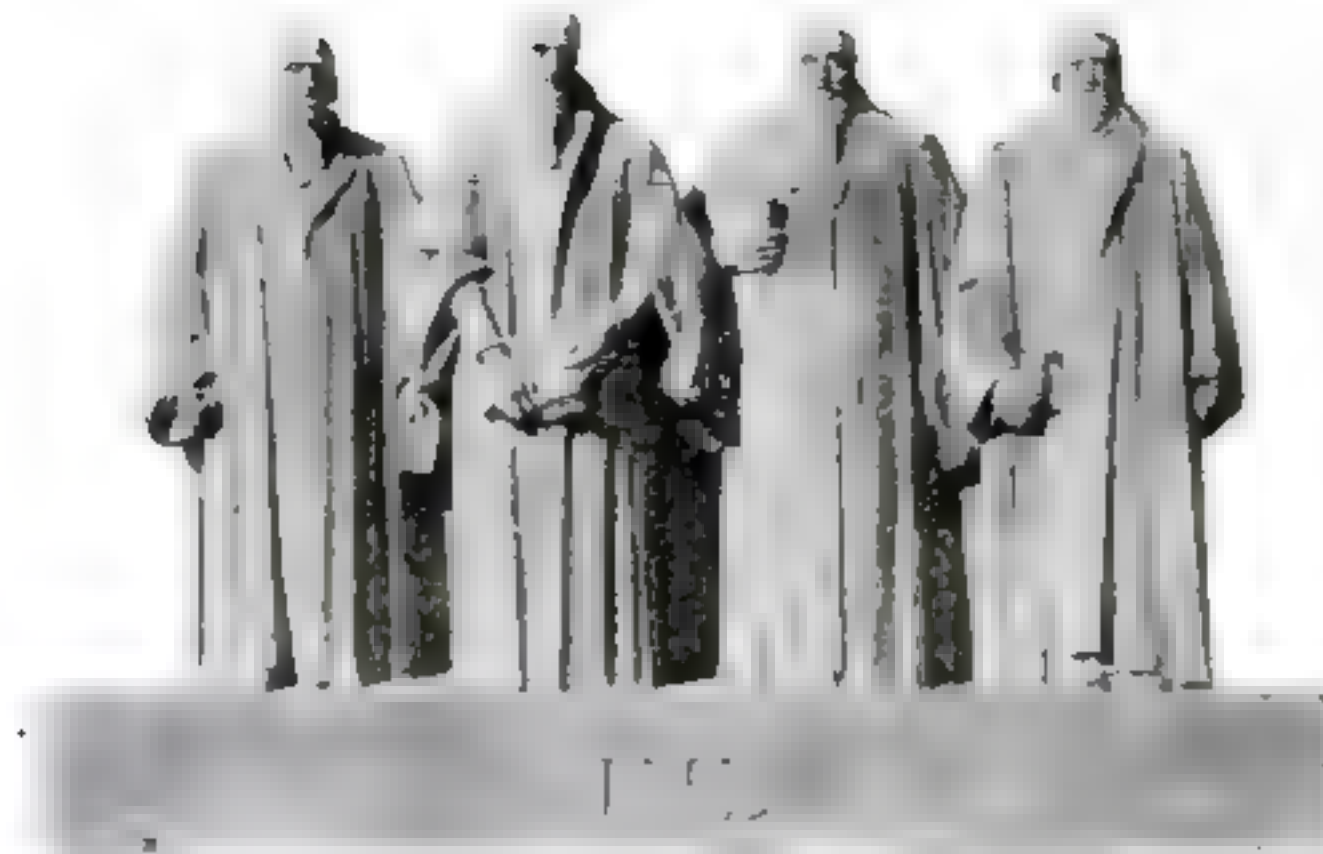
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ELECTRIC CLOCKS

Telechron . . . the first and favorite electric clock . . . brings you right time for every room. Choose from smart styles in alarms, occasional, kitchen clocks, and awakening devices . . . at your Telechron dealer's.



THE PROTESTANT TRIUMPH in the long conflict with Catholicism was ultimately recognized in the Peace of Westphalia in 1648 which concluded the bloody Thirty Years' War. By the peace, which is symbolized in this painting by Adriaen van Nieulandt, the Protestant Netherlands

won political and religious freedom from Catholic Spain. Standing on a chariot (*right, center*) in a welter of allegorical figures is Prince Frederick Henry of Orange, the wise captain general of the Dutch republic. His son, Prince William II (*left, center*), is receiving olive branch from an angel.



JOHN CALVIN, the most influential mind of the Protestant revolution, stands in stone (second from left) with his colleagues at Geneva.

The Protestant Revolution

The Reformation which split Christianity released new energies which helped create nations, capitalism, the great middle class

THIS IS THE EIGHTH IN LIFE'S SERIES
ON THE HISTORY OF WESTERN CULTURE

ONE distressing day in the 16th Century a Roman Catholic bishop of Wales faced an unpleasant duty. Rawlins White, for 20 years an industrious and respectable fisherman of Cardiff had been arrested on a charge of heresy. The bishop, by nature a kindly man, might have to have the fisherman burned at the stake.

For the Protestant revolution had begun, and the titanic assertion that all men should be free to worship God according to their own consciences had resulted in the greatest spiritual crisis in Christian history. All over central and western Europe the new Protestant doctrines defied the authority of the Roman Catholic Church. They rent the seamless unity of Western Christendom and exposed the souls of those who professed them, and those they might mislead, to the dangers of an eternal hellfire so vivid to 16th Century minds that its foretaste in the flames of execution was little more than a just and merciful initiation.

Rawlins White might be let off if he would sign a simple recantation. Yet Rawlins White would not recant. The bishop tried promises and threats. White was stubborn. The bishop offered a prayer for his conversion. "You find," said White, "that your prayer is not granted, for I remain the same and God will strengthen me in support of this truth." The bishop said Mass. White would not bow down to the Host.

Three weeks later Rawlins White was led outside the city to be burned. Crowds followed. White wept when he passed his wife and children, who were also weeping. But at the stake he fell on his knees and kissed the ground. "Earth unto earth," he said, "and dust unto dust; thou art my mother, and unto thee I shall return."

Then he was chained on a heap of faggots with his back against the stake. Some of the crowd shouted, "Put fire! Set on fire!" The straw blazed up and the wood burned with a steady flame in which, after

the custom of his kind, Rawlins White bathed his sinful hands until the flesh burned away and the sinews shrank. As sometimes happened the fire was too low, so that White's legs were burned completely away before his upper body was touched. As a result he fell from the supporting chains and his torso was consumed among the embers. But as long as he was able, White cried with a loud voice, "Lord, receive my spirit."

Slowly the crowd, each man with his own thoughts, turned back to the city. For few, whatever their beliefs, could fail to sense that when a fisherman, as obscure as any who fished in Galilee, chose to die in fire rather than deny his faith, there was at work in the world a force capable of transforming it. That transforming was the Reformation.

Men pay lip homage to the Middle Ages and Renaissance and are sometimes aware of their heritage. But the Reformation, one of the most decisive ages in history, is much less familiar though its results and influences are all around us and press upon even the least conscious man every time he enters a Roman Catholic or a Protestant church.

The Reformation, which split Christendom irreparably into Protestants and Catholics, was, to begin with, wholly the work of Roman Catholics. For in the early 16th Century all Europeans were Catholics. The simplified version of the story is that the Protestant revolution was a result of the moral, political and financial corruption of the Roman Catholic Church. This corruption was flagrant and undeniable and a source of shame and grief to all devout 16th Century Catholics. It was wholly and solely the intention of most of the dissident Catholics to reform those abuses. Only in the course of that reform did it become clear that the real issue was much deeper and more divisive. That issue was a difference in religious viewpoint, and perhaps of quality of soul, between those (the orthodox Catholics) who in

TEXT CONTINUED ON PAGE 80
PICTURES ON NEXT 19 PAGES

Attacks on the Pope



VITUPERATIVE OUTBURSTS against Pope were used as anti-Catholic propaganda by Luther's followers. Above is a series of woodcuts done in 1521 by



Lucas Cranach. First two (*directly above*) compare the humble Christ, who washed his disciples' feet, with haughty Pope, who had nobility kiss his foot.



CROWNING OF CHRIST with thorns while his foes beat him is compared with Pope's being crowned (*above, right*) with

Critics of the Church



JOHN WYCLIFFE (c.1320–84) attacked immorality of Church officials, is famous for making first major English translation of the Bible.



JOHN HUSS (c.1373–1415), teacher at Prague university, taught Wycliffe's ideas. He attacked corrupt Catholics, was burned in public square.



ERASMUS (c.1466–1536), Holland's great and gentle Humanist, advocated Catholic reforms, influenced Luther but never broke from Church.

The Violence of Reform



PERSECUTION OF PROTESTANTS by Catholics reached a climax in St. Bartholomew day massacre which began in Paris on Aug. 23, 1572. More than 10,000 French Huguenots were killed at order of France's rulers.



PERSECUTION OF CATHOLICS was reprisal by French Huguenots, who were just as fierce and bloodthirsty as the Catholics. Here Huguenots are hanging and killing defenseless Catholic priests in an orgy of carnage.



tiara. The Protestants made converts out of charges that Popes assumed worldly pomp at expense of Christian humility.



CHRIST DRIVING MONEYCHANGERS from the temple was paired with a picture of a greedy Pope who made a business out of selling indulgences which



granted remission of sins. This took money from thousands of poor people who could ill afford it and drained much of Europe's currency off to Rome.

Defenders of the Church



CHARLES V (1500-58) was a staunch defender of Catholicism against Luther, supported Pope in effort to strengthen the dominance of Rome.



DE LOYOLA (1491-1556) was famous Spanish founder of the Jesuit order, which brought a new discipline and strength to Catholicism.



FRANCIS XAVIER (1506-52), Jesuit missionary, carried Catholicism to Japan and the East Indies, and converted thousands of heathens.

The Politics of Reform



ENGLAND'S HENRY VIII, a Catholic, sided with Protestantism to free himself from the political authority of Pope. He also wanted to divorce his wife so he could marry Anne Boleyn, whom he later beheaded (above).



FRANCE'S HENRY IV, a Protestant, became a Catholic to bring political peace after failing to capture Paris from Catholics. Kneeling before an archbishop, he is supposed to have said, "Paris is well worth a Mass."



LUTHER'S HIDEAWAY from his enemies is preserved today in the Wartburg castle near Eisenach in Russian-occupied Germany. After Luther roused the Pope's wrath, his protector, Frederick the Wise, uncle of the

Elector shown opposite, provided this retreat. Here Luther began his translation of the Bible and in a famous gesture of defiance is supposed to have thrown an ink pot at the devil, who came to tempt him from his work.



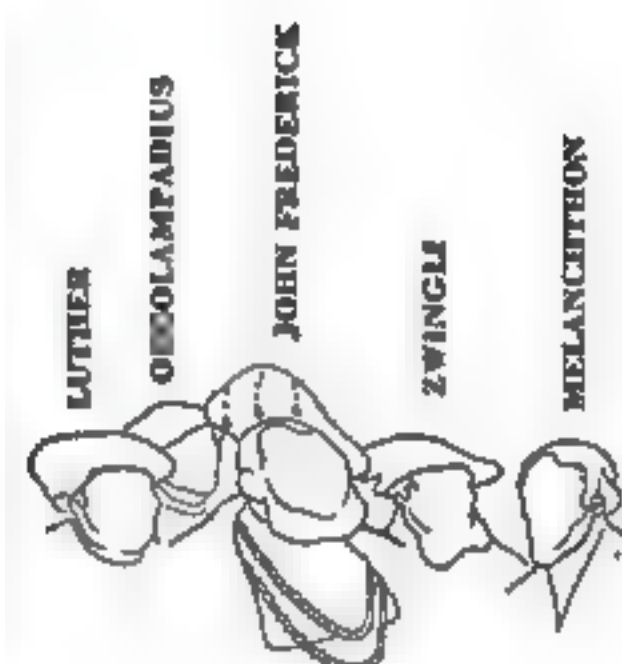
LUTHER'S 95 THESES attacking the Pope were nailed to church door at Wittenberg and within two weeks they were read all over Germany. The original doors are now replaced by doors embossed with text of theses.

Luther

A wrathful German reformer was leader of the great revolution

Martin Luther, who was born in 1483 and died in 1546, was the first and greatest leader of the Protestant Reformation. He was a scholar turned monk and a monk turned reformer by realization of the corruption in the Catholic Church. In 1517 he nailed his famous 95 theses to the church door in Wittenberg in an attempt to expose the abuses of the Church. But instead of simply correcting the Church's faults, his action split the Church in two and created Protestantism.

Once he realized what he had done, Luther assumed leadership of the Reformation with skill and courage. An earnest, upright man, he had no use for sham or hypocrisy. A violent, stubborn man, he had little use for people who argued with him. With strong invective he called down on Catholics "thunder and lightning . . . the plague, syphilis, epilepsy, scurvy, leprosy, carbuncles. . . ." But this intemperate man also had a very happy married life with his wife—a former nun he had married after renouncing monkhood—and their children. His devout and mystical nature found expression in his hymns, for which he wrote words and often music. The greatest of them, *Ein' feste Burg (A Mighty Fortress Is Our God)*, was the Marseillaise of the Reformation. The best-loved one is the tender song which begins, "Away in a manger, no crib for a bed, the little Lord Jesus laid down His sweet head."



LUTHER AND FRIENDS were painted about 1530 by Lucas Cranach the Elder, who probably pieced the picture together from portraits done in his busy workshop. It is now in Toledo's Museum of Art. From left to right are Martin Luther; John Oecolampadius, the German Protestant; John Frederick the Magnanimous, elector of Saxony; Zwingli, Swiss reformer, and Philipp Melanchthon, Luther's associate. The magnanimous John Frederick occupies a central position because he and his family were Luther's protectors. His famous uncle, Frederick III, sheltered Luther in his castle after Luther incurred Catholic wrath by refusing to recant any of his teachings. In Frederick III's castle Luther began his celebrated translation of the Bible into German.



ATTACKS ON CHURCH were made in the guise of allegories by artists during the Reformation. The painting above, an allegory on conditions in the Low Countries, done by a Flemish artist around 1530, shows Catholics marching toward ruin. In center is a wagon of hay which symbolizes false delights of earth. All over the scene both clergy and laymen are fighting for hay. Following wagon (left) are the worldly pope and an emperor on horseback. Atop wagon are nude figures believed to represent sin.

The Fight for Faith

"FISHERS FOR SOULS," done in 1614 by Adriaen van de Venne, depicts Catholics and Protestants competing for converts in the Netherlands. Following Christ's words, "I will make you fishers of men," religious leaders pull men and women from river as anti-Catholic James I of England and Prince Maurice of Holland stand on the bank at left. At right are Catholic leaders Archduke Albert of Austria and his wife, Isabella, accompanied by high Church dignitaries. Rainbow symbolizes interlude of peace between the long religious wars.





CRUELTY of Catholic Spain was set down in another allegorical picture copied by Pieter Breughel the Younger from his famous father's painting. It is entitled *Massacre of the Innocents* and shows Herod's soldiers slaughtering the babies of Bethlehem. Here Breughel painted a Bible scene with the backgrounds and costumes of his own day. His object was to compare the evil of Herod with that of Catholic Spain. During the religious wars Spanish troops often swept into Dutch villages to slay the Protestants.





JOHN KNOX scolds Mary of Scotland before the privy council of the Catholic queen in 1563. Knox, the fiery Scottish upholder of the new Protestant faith, was accused by Mary of inciting his supporters to start a brawl

in the royal Catholic chapel. His men were acquitted after Knox called his accusers "those dumb dogs, the poisoned and pestilent papists." This scene is from a painting by a 19th Century Scottish artist, Sir David Wilkie.



IN HOLYROOD CHAPEL KNOX'S MEN ATTACKED CATHOLICS

Knox and Mary

A fiery preacher and a lovely queen dueled for God in Scotland

Of all the characters, great and small, who swept through the bloody drama of the Reformation, none were more oddly paired than Mary Queen of Scots and John Knox. Mary, the daughter of a Scottish king, had gone to France to become the child bride of Francis II and had acquired all the graces of the French court. She was a devout but tolerant Catholic. Knox, the son of a Scottish farmer, had suffered as a galley slave, studied with Calvin and braved persecution in four countries for preaching the new Protestantism. He spouted sermons that, said an English ambassador, "put more life in us than 500 trumpets continually blustering." He was short, with bulging brows and a wild black beard. Mary was tall, slender, blond and possessed of such warmth and beauty that historians, centuries later, still find it difficult to judge her impartially. Both Mary and Knox had high intelligence, high courage and a high, hot hate for each other.

By 1560, pushed by Knox, who was the most influential preacher in the land, Scotland had suppressed Catholicism and adopted Protestantism as its official religion. So when Knox heard that Mary, after her husband's death, was sailing home to occupy Scotland's throne, he feared that once again his country would be ruled by Catholicism, or "the synagogue of Satan" as he enjoyed calling it. Mary was quite willing to let Protestantism flourish in Scotland. But, she said, "I will defend the Kirk of Rome for I think it is the true Kirk of God." Then Knox called Mary a Jezebel and the Church of Rome "a harlot . . . polluted with all kinds of spiritual fornication." In open argument (*opposite page*) Knox could always outtalk the queen and customarily reduced her majesty to unmajestic tears.

When Knox first glared at Mary under his heavy brows he was about 56 and his adventures, except for marrying a girl of 15, were

nearly over. But Mary's tragedy was just beginning. Finding a husband for the queen of 19 became a chief concern of all her counselors, including England's Protestant Queen Elizabeth, who wanted Mary to make an alliance with England instead of some rival power. A tall, empty-headed young suitor named Darnley was found acceptable to all parties and Mary wed him in 1565. Darnley soon began to plot against his wife and arranged the murder of her male secretary who, it was rumored, had been too familiar with the queen. Horrified by the slur, Mary vowed revenge on Darnley. When Darnley was slain in a gunpowder explosion, suspicion naturally fell on the queen.

With unseemly haste Mary married an adventurer named Bothwell and was hounded from castle to castle by her foes. As the queen's miseries increased, Knox intensified his campaign of vituperation against her. Finally she abdicated her throne in favor of her son, James VI, and spent the last 19 years of her life, deserted by Bothwell, as a virtual prisoner of her old enemy, Elizabeth. John Knox died, but he seemed to have called down heaven's curse on Mary. A queen without a country, Mary plotted to help Spain invade England and dreamed of replacing Elizabeth on the throne. Elizabeth discovered the plot and brought Mary to one of history's most famous trials.

Although Mary pleaded her cause with superb eloquence—the exact degree of her guilt has never been settled—she was sentenced to death. After she had knelt on a cushion and bowed her head on the block, the fumbling axman had to strike three times before he severed the head. As he grabbed it by the hair to show the onlookers, he discovered he was holding only the wig, and Mary's head rolled grotesquely to the floor. With it the Reformation in England lost a great royal enemy and John Knox, now 14 years dead, had won the final victory.



LORD DARNLEY



EARL OF BOTHWELL



EMBARKATION OF PILGRIMS from Southampton is Edward Moran's painting of a misty evening in August 1620, when two ships, *Mayflower*

and *Speedwell*, set sail for America. The *Speedwell*, with its cargo of English religious refugees, had sailed from Delfshaven, stopped at Southamp-



FIRST PUBLIC WORSHIP of the Pilgrims in America, as shown in George Johann Schwartz's painting, probably took place in late February 1621

in a rude building with a roof of sea grass. Myles Standish is standing with bowed head in the foreground and William Brewster is delivering sermon.



ton, where it was joined by the *Mayflower*. After several false starts, the *Speedwell* abandoned the voyage and the *Mayflower* ventured on alone.

Pilgrims

The Reformation came to America

The Reformation landed in America in 1620 on or near the famous rock at Plymouth, Mass. a century after Luther had nailed his theses to the cathedral door in Wittenberg. Like the earlier reformers the Pilgrims were fighting against the "false" ritual of their church, this time the Protestant Church of England. Like John Knox, the Pilgrims were hard, righteous, unwilling to compromise their beliefs for any prince or earthly power. They themselves granted to others little of the religious tolerance they demanded for themselves. But the New World was big, and the multiplying Protestant sects all found there a happy haven. The Puritans came to Massachusetts Bay, the Dutch Reformed Church to New York, the French Huguenots also to New York, the Quakers to Pennsylvania, the Swedish Lutherans to the Delaware valley, the Presbyterians to the Carolina backlands. The Anglicans, whose religion was the official faith of England, came to Virginia, and the Catholics, hounded in England, found freedom in Maryland. Among the colonists there were suspicion and petty differences of dogma. But these divergent groups, born in the blood and fire of the Protestant revolution, brought to America the hard-bitten individualism of the Reformation and the hard-won habit of freedom.



PILGRIMS WERE IMPRISONED in cells in Boston, England on their first attempt to embark for Holland. Later they made the voyage successfully.



PILGRIMS LANDED, possibly on this rock, near Plymouth, Mass. on Dec. 21, 1620. The rock has since been moved and covered by a granite canopy.



THE UNENDING QUEST FOR FREEDOM moved even the Protestants in America to keep pushing on. Unwilling to accept curtailment of their liberty or conscience, a group from the Massachusetts Bay Colony, led by

the Rev. Thomas Hooker, left the coast and, as shown in this painting by Frederick Church, journeyed westward through the wilderness in 1636 to the Connecticut River. There on the riverbank they settled Hartford.

A L A W OF M A R Y L A N D Concerning R E L I G I O N.

And whereas the enforcing of the Conscience in matter of Religion hath frequently fallen out to be of dangerous consequence in those Commonwealths where it hath been practised, and for the more quiet and peaceable Government of this Province, and the better to preserve mutual love & unity amongst the Inhabitants here, Be it therefore also by the Lord Proprietary with the advice and assent of this Assembly, ordained and enacted, except as in this present Act is before declared and set forth, that no person or persons whatsoever within this Province, or the Islands, Ports, Harbors, Creeks, or Havens thereunto belonging, professing to believe in Jesus Christ, shall from henceforth be any ways troubled, molested, or discountenanced, for, or in respect of his or her Religion nor in the free exercise thereof within this Province or the Islands thereunto belonging, nor any way compell'd to the belief or exercise of any other Religion against his or her consent, so as they be not unfaithfull to the Lord Proprietary, or molest or conspire against the civil Government, established or to be established in this Province under him and his Heirs. And that all and every person and persons that shall presume contrary to this Act and the true intent & meaning thereof, directly or indirectly, either in person or estate, willfully to wrong, disturb, or trouble, or molest any person or persons whatsoever within this Province, professing to be believe in Jesus Christ, for or in respect of his or her Religion, or the free exercise thereof within this Province, otherwise then is provided for in this Act, that such person or persons so offending shall be compelled to pay treble damages to the party so wronged or molested, and for every such offence shall also forfeit Twenty shillings Sterling in Money, or the value thereof, half thereof for the use of the Lord Proprietary and his Heirs, Lords and Proprietaries of this Province, and the other half thereof for the use of the Party so wronged or molested as aforesaid; or if the party so offending as aforesaid, shall refuse or be unable to recompence the party so wronged, or to satisfy such fine or forfeiture, then such offender shall be severely punished by publick whipping and imprisonment during the pleasure of the Lord Proprietary or his Lieutenant or chief Governor of this Province for the time being, without Bail or Mainorise.

THE LONG STRUGGLE FOR TOLERANCE was rewarded in Maryland where Lord Baltimore, a Catholic, appointed a Protestant governor and proclaimed the famous act of tolerance, from which an excerpt is printed

above. This act made it illegal for any man to speak reproachfully of any other man's religion. Here and in Quaker Pennsylvania (*opposite page*) people came to recognize without grudging a man's right to his own faith.



TOLERANT WILLIAM PENN, making his treaty with Indians, brought to the New World in 1682 the fruits of the Protestant revolution which had as one of its results the establishment of religious freedom in America. In

this scene from a painting by Edward Hicks, an early American painter, the great Quaker (*third from right*) presents to the Indians his treaty by which he purchased their land and pledged friendship in his new colony.

CONTINUED ON NEXT PAGE

The New Rich

With Protestantism rose a solid class of merchant capitalists

The same spirit and forces which brought on the religious revolution also brought on a great economic and social revolution. The men who as Protestants felt they could achieve salvation only through individual effort and faith were encouraged to feel that they could achieve worldly success only through individual effort and ambition. When the Reformation ended, especially in northern Europe, the rise of capitalism and the middle classes had been accomplished and the Western world had begun its modern economic life.

In the Netherlands, where the Reformation gave the people a chance to throw off the political and financial domination of Spain, the industrious burghers made spectacular use of their opportunity and their capital to exploit the trade of the expanding world. The golden pros-

perity which capitalism brought to the Low Countries in the 17th Century was brilliantly reflected in the art of the time. The newly rich Dutchmen had an unashamed respect for material things and an emphatic liking for art which displayed their wealth—paintings which not only showed the beauty of simple things like flowers and rustic landscapes but which also catalogued the belongings of the bourgeoisie. Catering to their patrons' taste, the painters De Hooch, Vermeer, Ruysdael, Rembrandt, Steen produced in 17th Century Holland a wonderful period of Western art. Turning away from religious subjects they painted everyday things because the Calvinist Dutch believed, that God wished them to enjoy their wealth. Prosperity, they honestly felt, was a token of His approval and they set out to make the most of it.



"GAME OF SKITTLES," a form of bowling on the green, was painted by Pieter de Hooch of Amsterdam. Skittles, skating, cards, backgammon and an early form of golf were favorite Dutch recreations. This painting is

now in St. Louis' City Art Museum. Beyond the ordered garden with its hedges is a typical Dutch house, stately but plain. In clothes, however, the burghers showed their love of elegant fabric—yards and yards of it.



WOMAN WEIGHING GOLD is a detail from a painting by Jan Vermeer which now hangs in the National Gallery. This simply yet richly dressed young woman, weighing her gold and jewels at home, handles her treas-

ures with loving familiarity. The velvet of her jacket was a famous Low Countries product. The fur probably came from a Dutch post in Russia. Gold was continually being poured into Holland from West Indian markets.

CONTINUED ON NEXT PAGE

Lowlands

They flourished with tidy towns and farms

Jacob Ruysdael painted the kind of landscapes that Dutchmen liked to look at—and also buy as sound investments. This Ruysdael scene of neat, productive farms and a tidy town expressed the things that pleased the busy burghers. But although their liking for order and contentment made them seem snug, the Dutchmen had the true capitalist's instinct for risk. They sent ships to the new worlds, were the first to explore extensively the northern routes to Russia (where by bribes they took the lucrative Russian trade away from the English), left their names as signposts all over the globe from New Zealand and Tasmania to Staten Island. Dutch sailors manned ships of other countries and Dutch merchants controlled the French wine trade. The Dutch herring fishers alone boasted a fleet of 1,600 ships, and throughout Europe peoplesaid that Dutch salt herring was the best they ever tasted.

As a center of commerce and craft guilds, Holland was called "the packhouse of the world." In Amsterdam goldsmiths, weavers, potters, wood carvers and cabinetmakers practiced their art. Christan Huygens perfected the pendulum clock, the accuracy of which appealed mightily to busy Dutchmen who quickly learned that time meant money. The Dutch alone among civilized nations of Europe allowed the Jews to live as free burghers, according to their customs and traditions. They were not herded into ghettos or forced to wear a badge of identification. Thus the Jewish Spinoza, like philosophers of other beliefs, found a haven in Holland.

In Amsterdam a bank perfected a system of drawing checks. This practice was an adroit innovation which greatly facilitated the development of Dutch commerce. In the recurrent depressions of the 17th Century the Netherlands was the only country in Europe which escaped bankruptcy and remained triumphantly solvent.

Most of the Dutch farmlands, as shown at the right, were reclaimed from swamps and inland lakes. By the use of giant windmills, which pumped water from marshes, the thrifty Dutch added 200,000 acres of arable land to their nation in the early 17th Century. They perfected crop rotation and set an example for the systematic cultivation of fruit trees and flowers. The tulip, however, which is widely supposed to be a native Dutch flower, is no such thing. It was imported from Turkey.

"VIEW OF HAARLEM," painted by Jacob Ruysdael, shows a leading Dutch city with its great church, nearby windmills and bordering farms. It belongs to Berlin's Kaiser Friedrich Museum.





Protestant Revolution CONTINUED



A MARRIED COUPLE by Rembrandt Van Rijn, now in Boston's Gardner Museum, depicts the stocky burghers who were the backbone and mainstay of the republic. This is the way they liked best to be pictured. When

Rembrandt grew tired of painting these respectable people in conventional ways, his popularity declined. Like most Dutch women the wife (*above*) is plump, for the well-fed Dutch felt that corpulence was an ideal of beauty.



"BAPTISMAL PARTY" by Jan Steen shows the comfortable family life of the time. The plump baby lies peacefully in a basket while women gossip, men drink, children frolic and play on a pipe and a little dog snoozes.

Home Life

The rich bourgeois took good care of his household and his family

In the vigorous middle class a man's social position was rated not by noble ancestry but by his worldly success. Pride in being aristocratic was supplemented by pride in being respectable. The home became a repository of all bourgeois virtues. It was snug, well-scrubbed, well-stocked, and ostentatious enough to impress the neighbors. Outside it was fairly modest, but inside a well-to-do Dutchman went in for glowing fancy woods—mahogany, rosewood, cedar—and indulged his taste for polished brass, neat tiled floors, pottery and large glass windows, which were still a rarity in other small European homes. Everybody bought paintings. The Dutchman's home resounded with the pleasant uproar of dogs and children. Special delicacies like spice and sugar came from the West and East Indies. Even children had a daily quota of alcoholic beverage. All food was washed down with wine and ale at every meal, including breakfast. The Dutch produced and drank gin extensively and were the first people to consider it a respectable drink.



"THE LINEN CLOSET" by De Hooch depicts girl learning housewife's duties by helping her mother store linen. The Dutch were among first to use underclothes and bedding. The child in door is playing with golf club.

CONTINUED ON NEXT PAGE



"THE GALLANT OFFERING" is by Jan Steen, who in the 17th Century ran a public tavern in the Dutch city of Leiden and knew well the rowdy scenes that he loved to paint. In this picture, a good-natured parody of the usual flowery courtship, a young roisterer prances through the door,

bearing two onions and a salt herring which he grandly presents to a giggling girl. Opposite her sits an older man, possibly her husband, who is too intent on cracking nuts to notice the horseplay. The buxom lady with a double chin and a pitcher of ale seems to regard it as fine Dutch fun.



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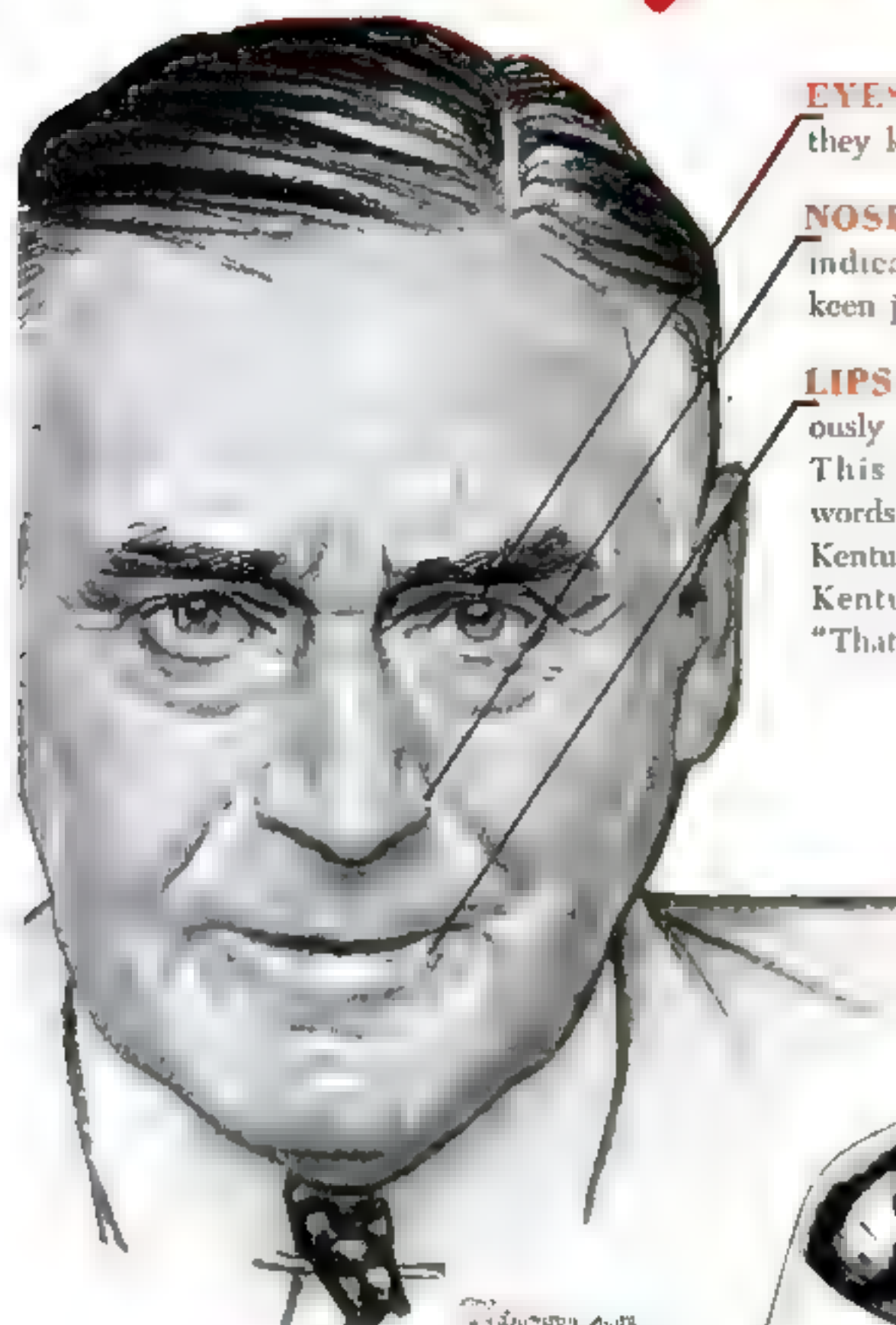
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The Protestant Revolution

CONTINUED FROM PAGE 59

worshipping felt the need for a "machinery of mediation"—priesthood, sacraments, ritual—between the soul of man and God, and those (the Protestants) who in worshipping preferred to leave the soul face to face with God. It was the difference between a largely objective form of religion and a more nearly subjective form of religion. It was the sundering choice between authority and freedom. This difference cut across the body of faith and only a forcible suture could heal it. The Roman Catholic Church attempted that suture and, in a struggle of unparalleled ferocity lasting some 150 years, it failed.

This ferocious struggle coincided with the Age of Discovery and was complicated by a political change that crystallized from the somewhat shapeless medieval political structure a new firm political form—the nation. It was further complicated by a social transformation that brought to a new position of power and usefulness in the world a new class—the middle class—which found in the Protestant religion with its accent on individual responsibility, industry and sobriety a congenial faith.

The Reformation was one of those fierce pulsations of the mind and spirit through which, in the turbulence and tragedy of growth, Western civilization has repeatedly released great circles of liberating and irradiating energy. In retrospect the Age of the Reformation seems like one of those portentous panoramas which Tintoretto was painting in Venice (for the late Renaissance was also in full swing) in which the violence of the movement of rushing masses of men is caught up and intensified in the violence of the swirling and livid sky.

For this age knew massacres that resembled battles—like that of St. Bartholomew's day in France when Catholics murdered more than 10,000 Protestants at the signal of the tocsin that still clangs shudderingly down the centuries. It knew persecutions that in duration, brutality and numbers of victims resembled serial massacres. It knew wars, civil wars and rebellions. It saw the revolt of the Dutch Protestants against King Philip II, and the rise of the Dutch republic. It saw the war between Protestant England and Catholic Spain and the epic repulse of the Armada. It saw prolonged civil wars in Scotland, France, Switzerland and later in England, where the drama was heightened by the execution of a king (Charles I). In Germany civil war turned into a Thirty Years' War and became general when most of Europe joined in. And above the rush of armies and the crash of cannon were heard the groans of martyrs and the awesome invective of bigots.

It has been observed that in the name of religion the Reformation caused more death and destruction than the Huns. For when men are resolved to test in agony the three insights that constitute their highest manhood—love of truth, love of freedom and that love of God from which alone the other two derive their meaning—horror is an inevitable reflex of humanity at strife. Nor does this horror impair at all that prayer in which the whole aspiration of the age was condensed, in which both sides might have united and to which John Milton, the Reformation's greatest poet, gave voice:

"What in me is dark
Illumine, what is low raise and support;
That, to the highth of this great argument,
I may assert Eternal Providence,
And justify the ways of God to men."

A CURIOUS ecclesiastical deal, cynical even for that age, touched off the great charge. Prince Albert of Brandenburg, already Archbishop of Magdeburg and Bishop of Halberstadt, had in 1514 secured the Archbishopric of Mainz. But canon law forbade one man to hold three bishoprics. So the great 16th Century banking house of Fugger lent Albert the money for the bribe which he would pay Pope Leo X to confirm him in his three offices. Representatives of both parties met formally and discussed the bribe. The Pope's deputies asked for 12,000 ducats—a thousand for each of the 12 apostles. Albert's men said 7,000 ducats—a thousand for each of the seven deadly sins. A compromise was reached on 10,000 ducats.

To make sure that the obligation would be met, Pope Leo X had granted to Albert the privilege of selling indulgences. Indulgences were promises by the Pope to remit punishment in Purgatory for sins committed in this world. They were sold on a sliding scale of prices adjusted to the sinner's means and the grossness of his sin.

CONTINUED ON PAGE 62

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Protestant Revolution CONTINUED

Half the proceeds of the sale would go to Albert to repay the Fuggers. Half would go to the Pope. He needed the money badly, for he was rebuilding St. Peter's Church in Rome.

As pious Catholics, many Germans found the indulgences shocking. As Germans, they found it infuriating. The Catholic Church owned more than a third of all the land in Germany. Germans were tired of seeing their wealth drained away to foot the high cost of Renaissance living in Rome.

Then one day in 1517 Martin Luther, an Augustinian monk and theologian at the Saxon University of Wittenberg, nailed to the door of the church 95 theses or propositions. Like most Germans, Luther knew nothing about the deal between the Pope and the archbishop. He knew only that the indulgence money was to be used to rebuild St. Peter's. And he believed that the indulgence was theologically and morally wrong. His theses denied the right or power of the Pope to grant indulgences at all. One of Luther's theses said:

"The Pope is not able to remit guilt except by declaring it forgiven by God or in cases reserved to himself. . . ."

"It is certain that avarice is fostered by the money clinking in the chest, but to answer the prayers of the church is in the power of God alone. . . ."

Luther's was by no means the first reforming voice in Europe. The Humanists, the intellectuals of the age, steeped in the Renaissance revival of Greek and Latin letters, had long been critical of the Church. Erasmus, the greatest of them, had made its corruptions the target of his witty and elegant learning. In France the Humanist, Lefevre d'Etaples, was developing that strain of criticism which, amplified and clarified by John Calvin, would later bring the Reformation to a new pitch of power. In Zurich, Ulrich Zwingli was also preaching reform.

BUT it was Luther's voice that caught the listening ear of Europe. Thousands who read his theses or heard them read, heard too in the words of the unknown monk the tone of a strong man who is acting not because he wills to but because, under God, he cannot do otherwise.

The reaction staggered Luther. It also puzzled Pope Leo X. This son of Lorenzo the Magnificent, the greatest of the great banking family of Medici, the political masters of Florence, had been tonsured at the age of 7. At 13 he became a cardinal. At 17 he voted in the papal curia. "Let us enjoy the papacy," he is reported to have said on his election as Pope, "now that God has given it to us." An astute intelligence glittering with the sectarian refinements of the Renaissance and preoccupied with the vast political designs of the Church, Leo X found it difficult to grasp the religious point of the dispute in Saxony.

Not until 1520 did Leo X issue against Luther the bull, *Exsurge Domine*, which declared Luther's opposition to indulgences heretical and called upon him to recant within 60 days or be excommunicated.

Luther decided upon a dramatic action. On a great bonfire outside Wittenberg he publicly burned the books of the canon law, signifying that he was no longer bound by it. Then he dropped into the flames the papal bull. As it sank into ashes, the millennial ideal of a united Christendom sank into ashes with it.

In three powerful pamphlets Luther formulated his position. He attacked the authority of the papacy and, in tune with the mounting spirit of nationalism that marked the age, called upon the restive German nobility to free themselves from the alien tyranny of papal power. He denied three fundamental positions of the Church: that only the Pope may interpret the Bible authoritatively; that only the Pope may call a Church council; that the priesthood is superior to the laity. These positions he denied in the name of the doctrine of the priesthood of all believers—the doctrine that spiritually every Christian is before God his own priest.

Next he attacked the Catholic sacraments. He found full justification only for the Eucharist and baptism and partial justification for penance. Confirmation, marriage, holy orders and extreme unction might be customs worthy of the Church's blessing, but he denied that they were sacraments. Yet it was by these sacraments that the Church kept men in fear.

Then he defined his own faith: that salvation is possible not by good works, as the Catholics maintained, but by faith in Christ, and faith alone.

There was to be one more great historic scene. In 1521 Charles V, recently elected Holy Roman Emperor, convoked an imperial Diet at Worms. A minor item on the agenda was "to take notice of the books and descriptions made by Friar Martin Luther against the

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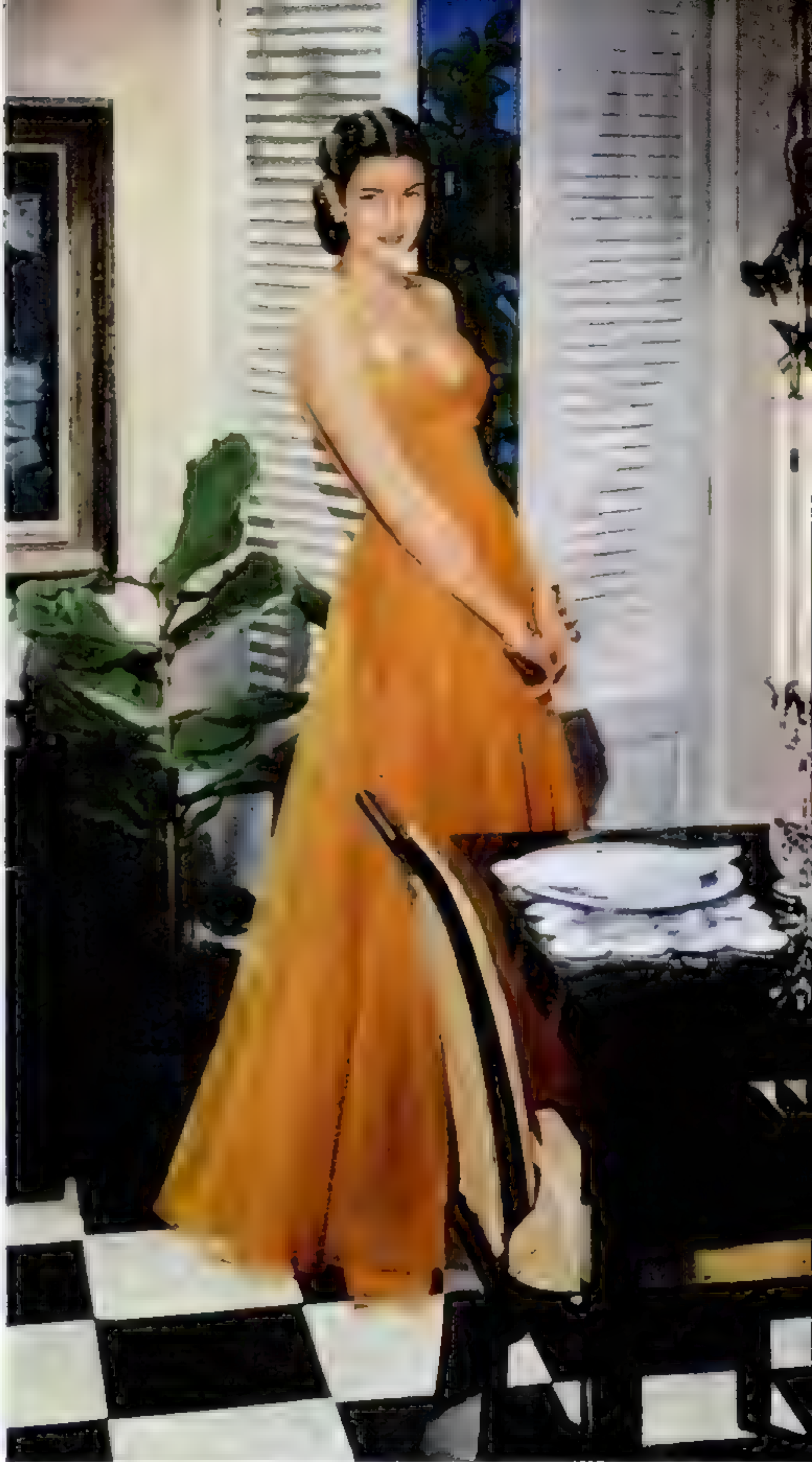
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Protestant Revolution CONTINUED

Court of Rome." There the crowds jammed the streets and thronged the Bishop's Palace so solidly that late-comers to the Diet had to get in through the gardens of the houses in the rear. Luther was kept standing outside the door for two hours. Then he was summoned in.

At one end of the crowded, sweltering hall stood the peasant's son, freshly tonsured and wearing his black Augustinian robes.

At the other end of the hall sat the most powerful monarch in the world. It was one of the most momentous confrontations and one of the most momentous hours in history. Beyond the hall all Europe watched.

For two days Luther and the papal legates fenced theologically in Latin. At last he spoke simply and briefly: "Since Your Majesty and your Lordships ask for a plain answer, I will give you one without either horns or teeth. Unless I am convinced by Scripture or by right reason, for I trust neither in popes nor in councils, since they have often erred and contradicted themselves—unless I am thus convinced, I am bound by the texts of the Bible, my conscience is captive to the Word of God. I neither can nor will recant anything, since it is neither right nor safe to act against conscience. God help me. Amen."

The emperor rose abruptly and left the hall. Luther slipped out of the city. On the road to Wittenberg he was seized by soldiers. They were the Elector of Saxony's men. The elector had long been Luther's friend. He had Luther conducted secretly to the Castle of the Wartburg where he hid until danger of assassination should pass.

IN the Wartburg Luther undertook another imperative task—the translation of the New Testament into idiomatic German. Before the Reformation the doctrines of the Catholic Church were the sole authority for what a Christian might believe. Not the Church but the Bible, Luther contended, was the sole authority for faith. Nor could any Christian who read the Bible reverently fail to understand God's word.

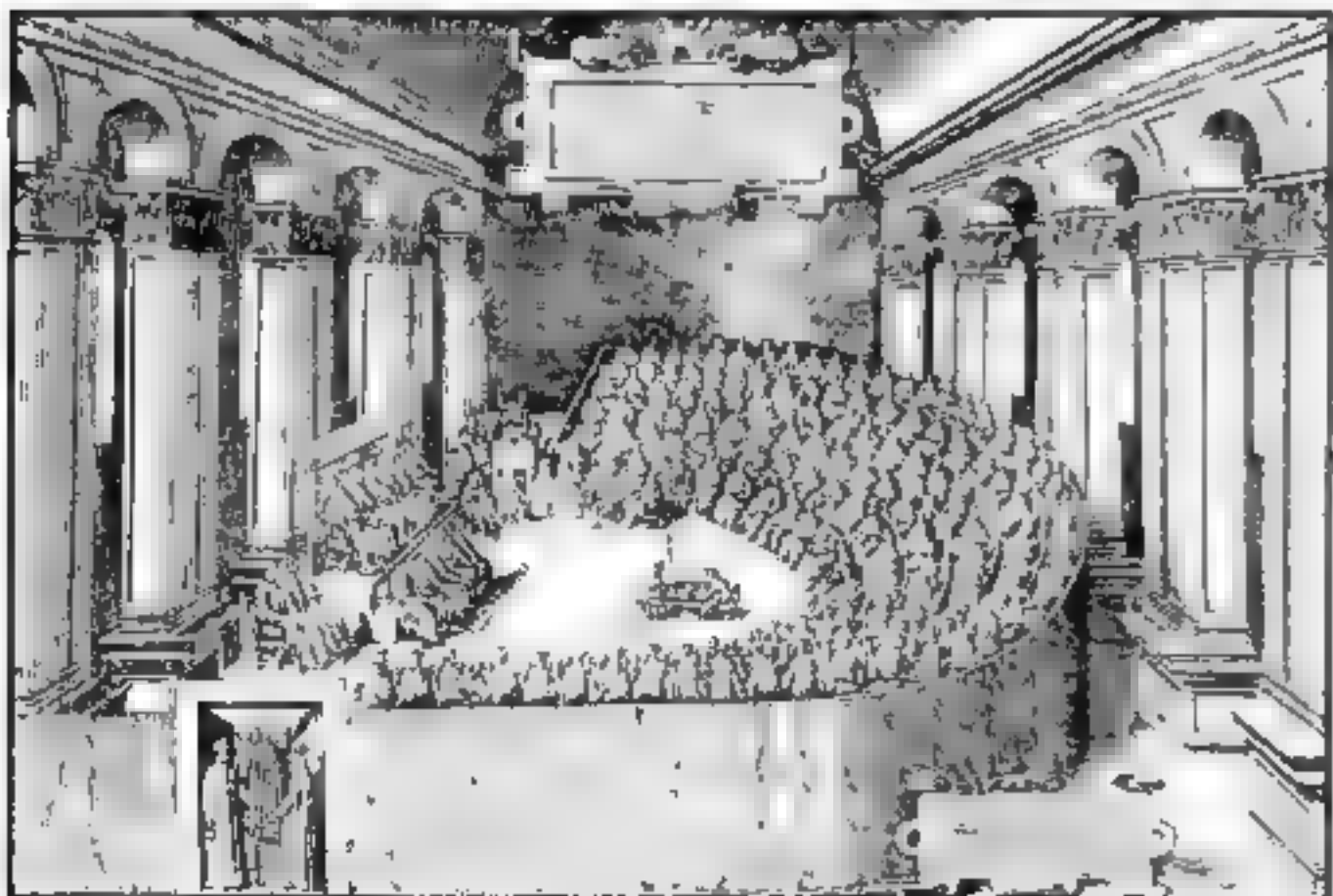
But in the 16th Century comparatively few Christians had read the Bible. It had been the first book printed when the new art was invented (c. 1450) and at the time of the Reformation there were more Bibles in Europe than ever before. But these were in Latin. Wycliffe, the 14th Century English reformer, had translated part of the Bible. But the Church banned the reading of vernacular translations.

Luther's powerful version was the first great work in modern German, and his vigorous, idiomatic prose influenced the German language in much the same way that the King James version influenced English.

In earlier ages the Lutheran outbreak might have been quickly suppressed. In the 16th Century nationalist feelings were stirring the German princes to resist the Holy Roman Emperor. A number of princes rallied around Luther. A meeting of the princes at Spires declared in effect that the princes were free to regulate religion in their own territories. When later this decision was repealed by Catholics, the Lutheran and Zwinglian churches protested, and it is from this protest that the new religion got its name: Protestant.

The liberating force of Luther's doctrines resulted in a social tragedy. Excited by the atmosphere of revolt, the German peas-

CONTINUED ON NEXT PAGE



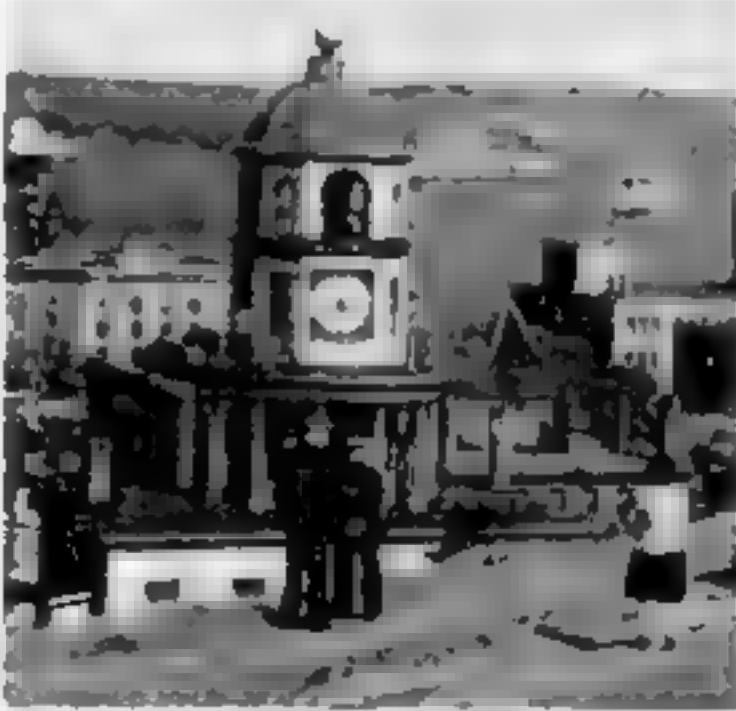
COUNCIL OF TRENT was called by Catholics in 1545 to counteract Reformation. Attended by clergy and Catholic nobility, it met on and off for 18 years, set up machinery for restoring authority of the Church.



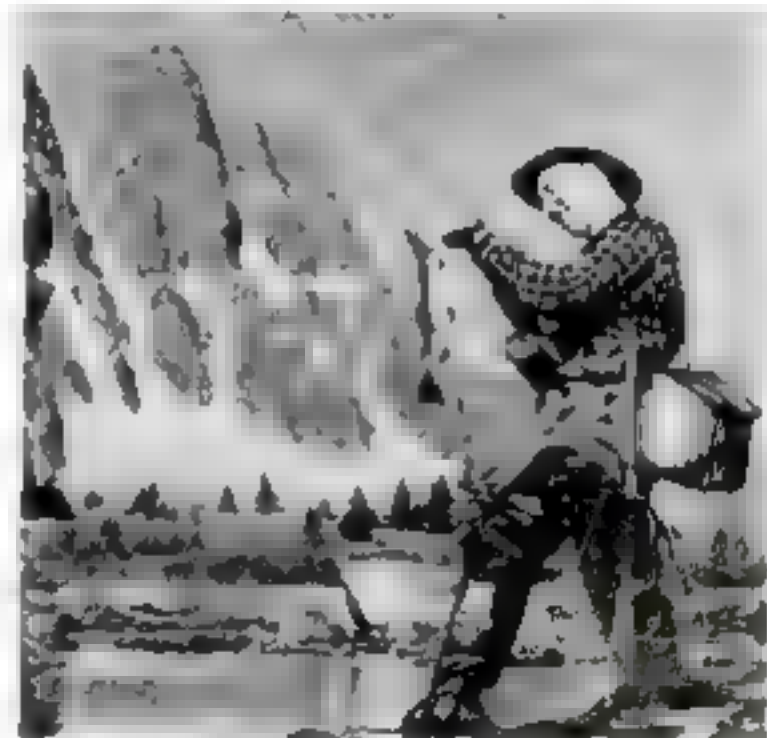
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Protestant Revolution CONTINUED

ants, who lived in conditions of medieval servitude, took fire and in the course of a savage revolt committed frightful atrocities. Luther, shocked by the peasant excesses and seeing his lifework threatened by the peasants' appeal to his doctrines, urged the authorities to drown the insurrection in blood. This action helped to identify Lutheranism with civil authority, fixed its political forms and may have inhibited its inner growth and spread abroad. Scandinavia and Denmark accepted the new church. But there the Lutheran advance halted. The task of spreading Protestantism passed to another man, John Calvin.

Through Calvin the Reformation ceased to be a national movement (as Lutheranism had largely become). Inspired by his vision, expressed in all but faultless logic and infused with invincible purpose, Protestantism, in the form of Calvin's Reformed Church, would henceforth leap frontiers and convert whole nations.

Calvin, born in France in 1509, turned from the study of theology to law, returned to theology and, when only 27, produced his great work, *Institutes of the Christian Religion*. This was the most rational of all Protestant theologies. It could meet on equal terms the profound and highly developed theology of the Roman Catholic Church. The central sun, illuminating Calvin's system, was his faith that God is infinite and perfect—infinite good and infinitely glorious. Man, by Adam's original sin, is wholly wicked. Yet man must "aspire to the goodness which he lacks, to the liberty of which he is deprived." God commands men to fulfill the law only to make them realize that they can do nothing without Him. God merely desires men to realize their weakness so that they will rely on Him in all things.

MOREOVER man is predestined, and this historically is the central, dominant doctrine of Calvinism. From eternity God has foreordained every good or evil act that every man will commit. From eternity He has predestined all who are to be righteous and all who are to be sinners. The righteous are, by predestination, God's elect. The sinners are, by predestination, reprobate. Since there is no way of knowing who is elect and who is not, the Christian must use this life in doing what he can for God's greater glory.

This was a harsh and somber doctrine appropriate to an age when hundreds of Frenchmen who confessed the Protestant faith lived as fugitives in the woods or caves, and even those who did not daily faced the poignant possibilities of prison, torture or death at the stake. Yet this somber theology did not stultify men's spiritual fervor or inhibit their hope. For with its awesome accent on fearful and godly living, it released into the daily secular life of men an asceticism hitherto known only to the monastic life at its highest. Worldly activity was no longer a secular tumult apart from, and largely opposed to, the life of the spirit, but an opportunity whereby men could best demonstrate the vehemence of their faith. The Calvinist had discovered that men are as great not only as what they can do but as what they can do without. Simplicity became a style of the soul and lent it a pathos of rare beauty. Rectitude, when it did not lapse into self-righteousness, became a style of character and was allied to resolution. Rational faith, when it did not freeze into bigotry, induced a style of mind in which perfect assurance fathered enterprise.

AS the new middle class rose to new power with the increase of commerce and industry that resulted from the discovery of the New World and the opening of the new trade route to India, it found in Calvinism a faith in which the characteristic middle-class virtues of initiative, thrift, prudence, probity and sober living were specifically prescribed as the way of life most pleasing to God. Calvinism sanctioned enterprise and set a tone of religious and ethical dealing that, whatever the lapses from it, became the standard for this great creative energy of men. For implicit in Calvinism was the injunction to establish the City of God on earth.

The great attempt was made in Geneva, a free Protestant city. There Calvin, passing through in 1536 on his flight from Catholic France, was urged to remain and preach. His first attempt to introduce the Calvinist scheme of the good life was a failure. The unregenerate Genevese resented his efforts to ban dancing, card-playing, drinking, sports and gay clothes. Calvin was threatened, insulted, shot at. Mobs formed and riots broke out. At last he was ordered to leave the city.

But the implacable reforms had touched the Genevese soul; he was invited back. Calvin refused to return until he was granted power to carry out his reforms. For some 20 years he was the religious and moral ruler of Geneva. He was a chronically sick man and

CONTINUED ON PAGE 30

"All you got to have is RHYTHM"

"It's a band," said 9-year-old Karen. "And it's all my Daddy. He's a whole band."

A record was playing lively jazz, with accordion, trumpet, drums, and piano, all recorded by her father, 32-year-old Neil Korzuck*. He is manager of the A&P Super Market in Ypsilanti ("Ipsy," they call it there).

Neil never had any lessons. "All you got to have is rhythm," he says. He plays a piano part, records it, leaving space for, say a trumpet break or two. Then, while the piano part plays on the phonograph, Neil plays the trumpet. The recorder catches that version, with piano and trumpet on THAT record. Then again, a third record, with Neil playing accordion, and a fourth, with him on the drums—and there you are, a four-piece band record all played by one man.

It's as simple as building an atom-smasher. Karen loves it; so do Neil's other children, Linda, 4, and Donna, 1, although it's all pretty dim to Donna. Neil's wife, Olive, admits it's a bit noisy sometimes. But if all four of 'em like it, Neil, Linda, Karen and Donna—well?

**He started as a part-time clerk in an A&P Store in 1934. Ambitious, alert, he won promotion after promotion to increasingly important store positions. In 1943, 9 years later, he was appointed Super Market manager.*



Neil Korzuck has a responsible job

He is the manager of the A&P Super Market in Ypsilanti, Michigan. Fifteen hundred Ypsilanti families buy food from him and they look to him for their money's worth.

The men and women who make up the A&P organization behind his store do these things for him:

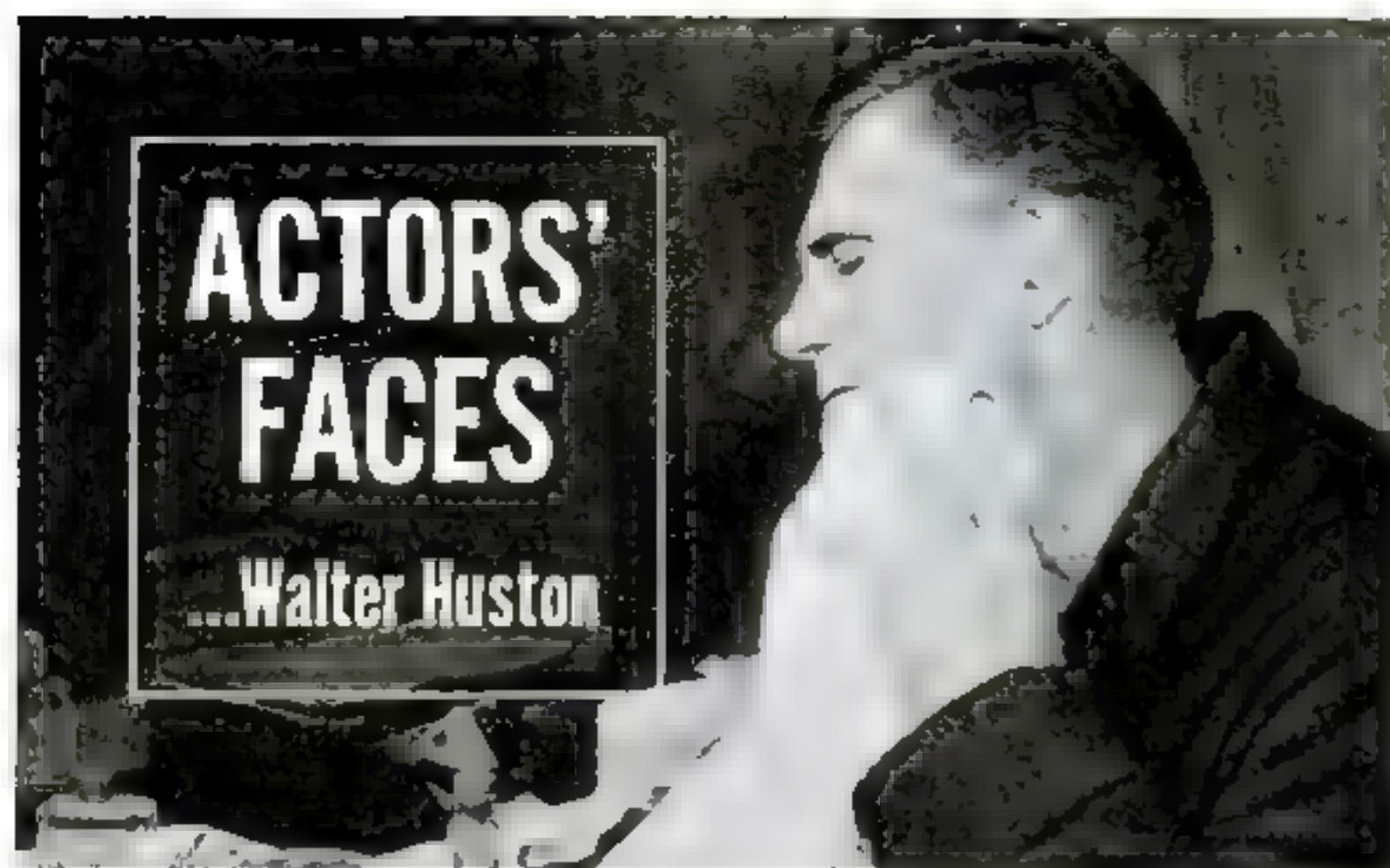
- they buy the best foods obtainable;
- they grade, select, process, or do whatever needs to be done and do it expertly;

they see to it that food gets to his store fast; and they do all this so efficiently that costs are reduced and customers benefit by money-saving prices.

But the final step is Neil Korzuck's responsibility. He and thirty men and women who work for him must see to it that each customer gets everything she pays for. To that end prices are frequently announced in newspaper advertisements and every item is clearly price-tagged in the store. Meat and produce scales face the customer. The check-out cash

registers show plainly the price of each item rung up and produce a tape on which purchases have been totaled.

If ever anything goes wrong in that procedure in any A&P, the manager and all his employees are eager to know it and correct it. All of us in A&P invite you to tell us or write us any suggestion or criticism that will help our stores serve you better. A&P Food Stores, 418 Lexington Avenue, New York 17, N. Y.



Actors' faces are extra-sensitive

THAT'S WHY WALTER HUSTON SHAVES WITH SOOTHING WILLIAMS

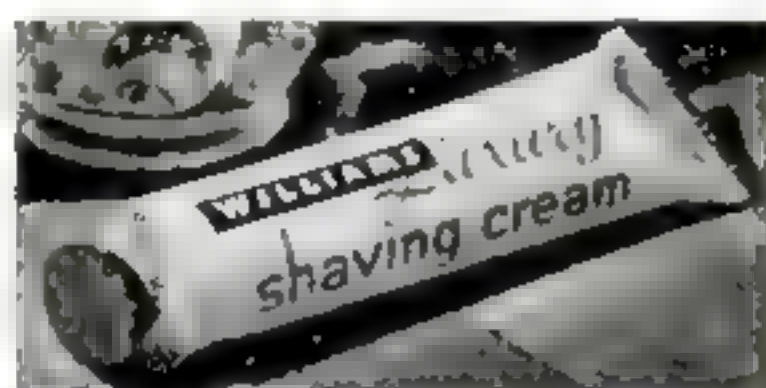
"Taking off make-up leaves my face sensitive," says Walter Huston, famous Broadway and Hollywood star shown above in his dressing room. "That's why I swear by Williams Shaving Cream. It's a star beard softener—yet it never irritates my tender face."

Smooth, comfortable shaves

Williams is so easy on the face because it's made from bland, top-quality ingredients, blended with a skill resulting from over 100 years' experience. Its rich, soaking lather takes the "fight" out of

tough whiskers, lets you shave quickly and comfortably. Get a tube of Williams Shaving Cream today.

Lather or brushless? If you prefer a brushless shave, you'll find the same luxurious shaving cream qualities in the new richer Williams Brushless Cream.



Protestant Revolution CONTINUED

violent opposition to him was continuous. But an inexhaustible spiritual energy disciplined his ailing body. He organized the Reformed Church and in his *Ecclesiastical Ordinances* laid down his program of reform, adapting the church to the reformed life of the people so that the city itself might become a church. He established a university so that a ministry might be properly trained to spread his gospel with learning and authority. He made Geneva a haven for Protestant refugees from other lands, so that Geneva became a citadel for defense of the faith and an arsenal for its dissemination. He did not hesitate to burn men at the stake or torture and behead them to fulfill his purpose.

From Geneva spread the invigorating waves of triumphant purpose that strengthened the Dutch in their long struggle to achieve a republic free from Spain. John Knox found a haven there and went forth to harangue Mary Queen of Scots on her queenly duties and lead a civil war that turned Scotland into a Calvinist land.

When Calvin died in 1564, he left Protestantism strong and expanding. But a new force—the Catholic Counter Reformation—had already gathered strength and would henceforth successfully oppose the Protestant advance.

No part of Western Christendom remained wholly untouched by Lutheran or Calvinist teachings. Yet throughout Europe there was a solid core of Catholic piety which might abhor abuses in the Church but abhorred even more the thought of leaving it. For such Christians the Church was "My Father's House" and in its many mansions there was peace for almost any kind of soul. Upon this piety the Church based its Counter Reformation, the great effort to purge itself of abuses and regain the souls that it had lost.

For this purpose Pope Paul III, on the suggestion of the Emperor Charles V, called a Church council at Trent. The Council of Trent began its sessions in 1545. It ended them, after several adjournments, in 1563. The council blocked any last chance of reconciliation with Lutheranism, gave the Pope authority almost unlimited in scope and unprecedented in history and set up machinery for reform.

THE reform of churches and monasteries began at once. Simony, nepotism, the sale of fat posts at the papal court, the sale of justice in the papal courts, luxurious living were quickly swept away. Prelates were compelled to reside at their benefices. Great banquets, hunting parties, splendid liveries were abolished. Immorality was sternly repressed. Seminaries were opened for the proper education of priests. A new uniformity in faith and ritual was imposed.

Two great engines of authority implemented the Counter Reformation—the Inquisition and the Society of Jesus. The Inquisition was the Counter Reformation's spiritual police. It had been founded by St. Dominic in the 13th Century for the purpose of detecting heretics and bringing them to justice. It had succeeded in exterminating the Albigenses, 12th Century French heretics. It had all but wiped out the Waldenses, a 12th Century reforming group, some of whom survived to form the oldest of all Protestant churches. In the 15th Century the Inquisitor General, Torquemada, is estimated to have condemned 114,000 persons in 18 years, of whom 10,220 were burned at the stake. No such rigor was shown by the Italian Inquisition during the Counter Reformation despite the increased activity of the Holy Office. But still, to achieve justice and doctrinal conformity some people had to be burned and a colony of 4,000 Waldenses was killed or sold into slavery.

WHILE the Inquisition policed the regenerated Church, the Society of Jesus infused into it a new moral and intellectual vigor, vitalizing its dogma and buttressing the secular power of the Pope, to whose support they were specifically dedicated.

The founder of the order, one of the world's supreme leaders of men, was Iñigo López de Recalde, better known as St. Ignatius de Loyola. Born the year before Columbus discovered the New World, in his father's castle of Loyola in Spain's Basque country, Loyola was 30 when the French invaded Navarre. During the war he was wounded in the leg and left lame for life. He was convinced that his life had been spared by the intervention of St. Peter. St. Ignatius decided to renounce the world and devote himself to defending the Roman Catholic faith.

At a Dominican monastery in Catalonia, Loyola disciplined himself cruelly. He lived on bread and water, knelt for seven hours in prayer, scourged himself three hours daily and scarcely slept at all. Sometimes he was plagued by visions. Despair engulfed him. He was tempted to suicide. During the sickness that followed he be-

CONTINUE ON PAGE 91

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Rich, full-bodied... a truly luxury whiskey. You'll find it exceptionally smooth and satisfying. Try this superb blend tonight.

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Light, mellow... a wonderful value! Ideal for mixed drinks because it retains its delicious, distinctive taste always!

Choice Blended Whiskies. Gold Label: 86.8 Proof. 65% Grain Neutral Spirits. Silver Label: 86.8 Proof. 72 1/4% Grain Neutral Spirits. Kinsey Distilling Corp., Linfield, Pa.



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On their precious vacation days, Dad and Mom will really relax — in Hanes SUEDEKNIT Sport Shirts. So comfortable — yet you look and feel "well dressed" for any resort occasion. Save on "city" shirts and blouses. In sage green, sky blue, palomino tan, canary, pearl gray and white. All fast. Nothing finer for \$1.85 to \$2.55

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• Hanes Sanforized Shorts are generously tailored to fit without pinching in smart new stripes, colors or white Elastic sides. Gripper snap fasteners. Budget buys at \$1 to \$1.45. The popular Athletic Short, 70c to \$1.

— the label of quality knitting in underwear and sportswear

Protestant Revolution CONTINUED

came convinced that his extreme asceticism had been folly. Angels appeared to him, showing him the road to salvation, and the saint decided to dedicate his body as well as his soul to God. For Loyola was, above all, a man of action.

He preached and gathered a group of disciples. These activities brought him to the notice of the Inquisition, which imprisoned him. Loyola cleared himself of heresy, but the Holy Office sentenced him to study theology for four years.

In time Loyola again gathered nine disciples who took oaths of poverty and chastity. He determined to form a holy order, called the Company of Jesus, a spiritual militia which was to be headed by a general, elected for life with unlimited command over the order.

Loyola became the first general and for the remaining 16 years of his life directed the order's discipline and multitudinous activities. The purpose of his mission was to strengthen the Church by penetrating European society, influencing the men of all ranks who controlled it, directing education, gaining control of the confessional and preaching the faith in ways which would appeal to the imagination and weaknesses of the time. He planned to win the world through the vices and weakness of the world.

To this end he forbade asceticism (it is better, he wrote, to strengthen the stomach and other faculties than to impair the body and enfeeble the intellect by fasting). He emphasized social arts which could ingratiate the Jesuits with people of influence. He preferred recruits "less marked by pure goodness than by firmness of character and ability in conduct of affairs. . . ." In dealing with the world the Jesuits should act like "good fishers of souls, passing over many things in silence as though these had not been observed, until the time came when the will was gained, and the character could be directed as they thought best." The Church was always right: "If she teaches that what seems white to us is black, we must declare it to be black upon the spot."

A cheerful and intelligent worldliness was the Jesuit's public face. His personal life belonged to his order. He owned nothing. He was sent where the general ordered. He could be expelled and ruined in a moment. He spied and was constantly spied on so that an enormous mass of internal intelligence reports constantly cluttered the desk of the general, who was himself subject to the surveillance of five spies of the order officially appointed for that purpose. In a generation the Jesuits had spread their organization over most of Europe. Kings, ruling groups, strategically placed persons and even whole governments (like that of Portugal) were in their hands. And though their success, power and insistence on the principle that the end justifies the means made them dreaded even by Catholics, there was no question that their martial morale and cryptic activities had rejuvenated the Church at its lowest ebb and mightily helped to check the Protestant Reformation at its height.

THE Protestant revolution not only changed the religious map of Europe. The interplay of secular forces with the religious ferment remade the political and economic structure and produced at last a new emergent type of man—the political and economic individualist.

The proper service of God implied not a withdrawal from the

CONTINUED ON NEXT PAGE



OLIVER CROMWELL, shown here addressing England's Parliament, led Puritans to victory over Charles I, who was beheaded in 1649. Although a dictator, Cromwell linked Puritanism with representative government, thus ineradicably influenced England's political future.



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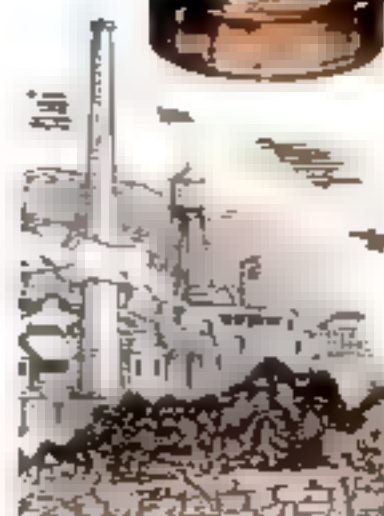


By steamboat down the Mississippi . . . in covered wagons across the prairies . . . by stagecoach and "iron horse", James Crow's whiskey began its journey to fame, and into the lasting affections of Americans everywhere. Today, as in the past, men cherish the rich Kentucky flavor of Old Crow.

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NOT A SWIMSUIT

It's a new idea... the Stunner. Not a French bathing suit, but an original, American sunning suit that lets you tan all over... almost! Saves your swimsuits, yet allows you to be lavish with sun oil. Just launder this terry cloth Stunner like a towel. Lastex shirring makes it fit securely whether you use the straps or not. So get your tan in a Cole of California Stunner... starting now. Your choice of white, sun gold or dusky maiden, individually packed in gay cellophane, at your favorite store for only ...\$3.95

*Trade-mark. Copy., 1948, Cole of California, Inc., Los Angeles 11, Calif.

Protestant Revolution CONTINUED

world but an intensification of worldly activity as the highest of individual religious and moral duties. Luther had advanced the idea against monkhood. Calvin gave it dogmatic form and crusading fervor. To the new man emerging from the Protestant revolution, as to Milton's Adam and Eve expelled from Paradise, "the world was all before them." Business was ascetic discipline. Work was prayer. The new spirit of the age is epitomized in the titles of its books. *The Tradesman's Calling*, *The Religious Weaver*, *Husbandry Spiritualized*, *Navigation Spiritualized*.

Men born early in the 16th Century found themselves at its close living in a world as different as the Atomic from the Edwardian Age. In their boyhood the Catholic Church was the uniquely dominant spiritual power whose overthrow was inconceivable. In their old age, the Catholic Church had lost many of the western and northern nations and was reduced to a competing power even in France. In their boyhood, the uniform secular power of the Church, of which the Holy Roman Empire was one expression, extended from Gibraltar to Poland. In their old age, the idea of nationalism had congealed into the fact of nations. Men no longer thought of themselves as members of medieval communities, more or less local, but as Englishmen, Frenchmen, Dutchmen, Spaniards.

For the rising rulers of the new nations, religion became sometimes a reason and sometimes an excuse for political action. England's Henry VIII set up the Church of England because he wanted political autonomy from the Pope—as well as the Church's wealth and freedom to pursue his own matrimonial and dynastic ambitions. Queen Elizabeth waited 10 years after her accession before she decided it was the wisest for her and England to declare herself Protestant. The Reformation was utterly entangled in the big and small politics of the continent. Especially was it entangled in the glorious rise of the Dutch republic.

The Netherlands, a nation subject to Spain, had become in the Age of Discovery a commercial rival of Spain! To keep down the cocky Dutchmen, Spain put on heavier and heavier taxes. The teachings of Luther and Calvin spread quickly in the Low Countries, and with them spread revolt against Spain. Since Spain was the bastion of the Catholic Church, the rebellions and reprisals (pp. 60, 61) became religious wars. The wars began about 1560 and lasted nearly a century. But by 1581 the issue was settled: the Dutch had won their political, economic and religious freedom. The Dutch middle class, emerging with the new political and religious freedom, became the shining model for successful Protestantism, practising in its pursuit of wealth and satisfaction the virtues which Calvin preached.

AT the beginning of the century, trade and business had been concentrated in the Mediterranean basin, and Venice was the chief funnel by which the imports from the East trickled into Europe. By the end of the century Europe had faced West, and through the open sea gate of the Atlantic poured an unprecedented volume of wealth and goods which was beginning to turn the new centers of Western Europe from predominantly agricultural to predominantly trading, commercial and industrial powers. The treasure of Asia and the New World and the increased production of European mines and looms were making possible massive concentrations of capital in the hands of the great banking companies like the Welsers, Fuggers, Meutings, Haugs and Hochstetters. Capitalism had been born. War itself was big business and the wars of faith, financed by the new capitalists, extended their control, in the form of loans, over politics. The politics of the age might seem to be made by the emperor, the Pope or the kings of the new, self-conscious nations. But these mighty figures were themselves in the hands of their brokers.

The spirit of freedom which found its religious expression in Protestantism found its secular expression in commerce. Commerce was the high adventure of the age, calling forth in a supreme degree the qualities that the new faith and the wars of faith developed—individual initiative, enterprise, vigor, perseverance. To this spirit, mysticism was meaningless and embarrassing.

With the fruits of godly living came the fruits of good living. A nice materialism rewarded and embellished secular life. The great Reformation art is art like that of the Dutch (pp. 72-78), which ceases, for the first time in European painting, to be religious and seeks to capture the spirit of simple, material things and everyday scenes.

Nor did the energy of the new spirit stop with the 16th Century or the continent of Europe. It leaped the Atlantic Ocean and prepared to clear a continental forest, eliminate the remnants of stone-age man and make an appropriate space where the new dignity of the individual, safeguarded by his new freedom of faith could, under God, build a citadel, an arsenal and an altar.

WHY GAMBLE ON YOUR GIFT TO DAD?

No claims, no promises here. A Schick Electric Shaver must make good—or we do! Dad has to get the swellest, slickest shaves he's ever known—or you get your money refunded in full!

Make sure pappy will be happy on his Big Day. Just pick Schick.

Why?

Not just because of our 18 years in shaving. Not just because we think we've turned out



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*Slightly higher in Canada

the finest shaving instrument ever in the Schick Super.

Because of this: We want Dad to find out for himself what's really what in this shaving business. Either you make him happy—or we make good.

So we say this:

Give Dad a bright and brand-new Schick Super in its rich gift case.

Have him shave away for 10 days. Tell him to make the testing tough. To compare it with any shave he's ever had. To use it fully dressed

just before a date with Mother.

Tell him to try to find a trace of whisker, cut or scrape after the fastest shave.

Then, when the 10 days are up, ask him how he feels about your gift.

If he doesn't bless you for his new shaving bliss—if he doesn't want to keep shaving with Schick forever—he or you can return it and get all your money back!

Stop worrying about pleasing the No. 1 man on Father's Day. Go see your nearest Schick dealer now.

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COMPLETE THE GIFT WITH A SCHICK SHAVEREST

Complete his shaving satisfaction with the Shaverest—the handsome, handy wall holder that fits any Schick Colonel shown here. Holds it safe near mirror. Stops current automatically. Zips up cord. Shaverest alone, \$7.95.* With Colonel, as shown, \$22.95.* With Super, \$25.95.*

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SCHICK *Electric* **SHAVES**
and **SHAVEREST**



FLANKED BY ATTENDANTS AND HOLDING BOUQUET OF ROSES, BARBARA BERRY IS ENTHRONED AS QUEEN OF IOWA STATE COLLEGE'S ANNUAL VEISHEA EXPOSITION



THETA CHI FLOAT, MADE OF 10,000 PAPER NAPKINS, REPRESENTS AN OLD LADY (THE COLLEGE) WHO IS KNITTING A SCARF LABELED "TOMORROW'S CITIZENS"

VEISHEA FESTIVAL

Students stage a spring spectacle at Iowa State

Every spring the students of Iowa State College at Ames give an enormous three-day party, ostensibly to show visiting high-school students what college is like. They call the festival VEISHEA, after the Veterinary, Engineering, Industrial Science, Home Economics and Agriculture departments. This year for the first time in 10 years it did not rain. From her dais the Queen of Queens and her court watched lavish parades of floats made of flowers, paper and beautiful girls, cheered horse shows and canoe races. Under a new moon there were nightly dances. The 7,500 high-school students got a wonderful picture of college life and the 8,550 college students had a wonderful time.



HAND-CLAPPING COEDS SIT AND CHEER FANCY FLOATS IN PARADE



CHEMICAL SOCIETY QUEEN RODE IN FLASK, WAS NAMED "MISS PRECIPITATE"



IN THE BEST-DRESSED CIRCLES...

men who like the luxurious touch choose this soft, sleek Sakana fabric. When it's in a Nelson-Paige Shirt, they know it is tailored with creative craftsmanship down to the last detail of the comfortable Lo-Slope collar. Fashioned to fit by Mylish, Mann & Drucker, Inc., Philadelphia.



GETTING WET, Forestry Student John Evans starts to tumble from a log in log rolling contest. Forestry students were only entrants; all fell in quickly.



GETTING DRY, three-girl Gamma Phi Beta canoe team recovers from an accident in the lake. By dance time that evening their hair was back in shape.



"I was curious..."



"I tasted it..."



"Now I know why Schlitz is..."

"The Beer that made Milwaukee Famous!"





THERE'S ROOM GALORE... to both Freeze and Store!

PLENTY-PLUS ROOM... More than 10 cu. ft., plus adjustable shelves that drop down or lift out for bulky foods.

Full-Width Freeze Chest and Ice Cube Tray hold 56 lbs. of frozen food. Chest freezes food, too, if you wish.

2 Humidrawers hold $\frac{3}{4}$ of a bushel of fruits and vegetables.

PLENTY-PLUS COLD... Plenty of 3 kinds of cold needed to keep all types food market-fresh and delicious.

Normal Cold for staples and leftovers.

High-Humidity Cold for foods that need it.

Zero Cold for freezing foods or storing foods already frozen.

PLENTY-PLUS CONVENIENCE, BEAUTY. Door closes automatically, opens with touch on either side of handle.

Beautiful Styling, trimmed with new "Apricream", exciting "go-with" color.

See it, and other members of this famous family of appliances, at your Westinghouse retailer's, now.

WESTINGHOUSE ELECTRIC CORPORATION

Plants in 25 Cities • Offices Everywhere
Appliance Division • Mansfield, Ohio

Every house needs Westinghouse

Maker of 30 MILLION Electric Home Appliances

TUNE IN TED MALONE
EVERY MORNING
MONDAY THROUGH FRIDAY
ABC NETWORK



IN TIMES SQUARE THE HEAD AND ONE-TON BUST OF A STATUE, PARTS OF A GIANT NEW ADVERTISING SIGN, AWAIT UNLOADING WHILE CURIOUS SPECTATOR GAWKS

NEW SPECTACULAR

New York sign plugs clothes with sculptured nudes and a waterfall

Dazed visitors and New Yorkers in the city's vastly cluttered Times Square area have long been subjected to immense animated electrical advertising displays called "spectaculars" which realistically bubble, fizz, steam and blow 3 foot smoke rings at them. Last week the Square got its biggest and strangest sign—a hugely anatomical artistic atrocity (*above*) mounted on the roof of a block-long Bond clothing store. The sign's most notable features: a waterfall 132 feet wide and figures of a man

and a woman, each five stories high. The statues were draped only in 175 yards of neon tubing. While spectators puzzled over just how all this would sell ladies' and gents' suitings and furnishings, the big sign's sponsors were still arguing about who should get the "credit": Douglas Leigh, who supplied the idea and 50 sketches, the Artkraft-Strauss Sign Corporation which built it, or Bond President Barney Rubin who decided four years ago that he just wanted something fancy "to put on the roof."



**"SEE
that tumbler
Bounce!"**

● This stroboscopic photograph catches 14 images of its fall! These bounce tumblers are extra-hardened! Last 3 to 5 times longer than ordinary tumblers. And rims are guaranteed: "you get a new glass if the 'Safedge' ever chips." Now available at leading stores everywhere.

LIBBEY
*Bounce
Tumblers*

Juice (5 oz.) Iced Tea (12 oz.) Water (9½ oz.)




LOOK FOR THE HEAT-TREATED MARK ON THE
BOTTOM OF EVERY TUMBLER—H. T. IN THE STAR

Copyright, 1948, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio

New Spectacular CONTINUED



BIG HEADS weigh about 600 pounds each and, like the figures' other sections, were fashioned from strong, light cement made mostly of crushed lava.



DISASSEMBLED BODIES get finishing touches in marble works where they were constructed. Bond's considered female figure "a perfect size 14,



BIG FEET weigh about 650 pounds each, were molded over steel frames. Said one workman, "After three months of this, my wife looks darned small."



long." Her measurements: height, 50 ft.; bust, 26 ft. 3 in.; hips, 27 ft.; weight, 3 tons. The male figure ("a perfect 40") weighs 3½ tons, has 9½-ft. biceps.

CONTINUED ON NEXT PAGE



*There's no Gin
like Gordon's*

BECAUSE OF LIQUEUR QUALITY and HIGH PROOF 94.4

DRINKS NEVER TASTE THIN WITH . . .

Gordon's Gin
100% Neutral Spirits Distilled from Grain

Temporarily, GORDON'S GIN is being shipped in the round Victory bottle ... 100% NEUTRAL SPIRITS DISTILLED FROM GRAIN - GORDON'S DRY GIN CO., LTD., LINDEN, N. J.

New RCA VICTOR RECORDS for June!



ORCHESTRAL

- **SEECHAM:** Dance of the Persian Slaves from "Khovantchina"—Moussorgsky. Conducting the Royal Philharmonic Orchestra. Red Seal Record 12-0239, \$1.25.
- **BERNSTEIN:** Concerto for Piano and Orchestra (1932)—Ravel. The Philharmonic Orchestra of London, Leonard Bernstein, pianist-conductor. DM-1209, \$4.75; DV-15, \$7.00.
- **DEFAUW:** Water Music—Suite; Concerto Grosso No. 21, in D Minor, Op. 6, No. 10 and Largo—Handel. Chicago Symphony Orchestra. John Weicher, Solo Violin. DM-1208, \$6.00.
- **KOUSSEVITZKY:** Brandenburg Concerto No. 6 in B-Flat—Bach. Boston Symphony Orchestra. (Recorded at Tanglewood, August 1947.) DM-1211, \$4.75.
- **FIEDLER:** conducting the Boston "Pops" Orchestra. The Moldau—Smetana and Huskák Overture, Op. 67—Dvořák. DM-1210, \$4.75.
- **Orpheus in Hades:** Overture—Offenbach. Record 12-0240, \$1.25.
- **MENUHIN:** Symphonie Espagnole Op. 21—Lalo. Orchestre Colonne, Jean Fournet, Conductor. RCA Victor Red Seal Album DM-1207, \$6.00.
- **RODZINSKI:** Gayne, Ballet Suite—Khachaturian. Chicago Symphony Orchestra. Album DM-1212, \$3.50.

INSTRUMENTAL

- **ELMAN:** Slovenic Fantasy in B Minor—Dvořák (Arranged by Fritz Kreisler) and Aus der Heimat, No. 1 (From My Home)—Smetana. Wolfgang Rosé at the piano. 12-0241, \$1.25.
- **ITURBI:** June (Barcarolle in G Minor) and November (Troika en traîneaux in E)—Tchaikovsky. Red Seal Record 12-0242, \$1.25.

VOCAL

- **MERRILL:** Annie Laurie—Lady John Scott (Arranged by Liza Lehmann) and Gentle Annie—Stephen Foster. Leila Edwards at the piano. 10-1408, \$1.00.
- **SHAW:** Petites Voix—Madeleine Ley-Poulenc. (Five selections.) RCA Victor Chorale. 10-1409, \$1.00.

Prices include Federal excise tax and are subject to change without notice. ("DM" and "DV" albums also available in manual sequence at \$1 extra.)

Hear Robert Merrill on the RCA Victor Program, Sunday afternoons, all N&C stations.

THE WORLD'S GREATEST ARTISTS ARE ON RCA VICTOR RECORDS

CLIP THIS COLUMN
CHECK YOUR CHOICES
AND TAKE TO YOUR MUSIC SHOP



STATUE IN POSITION was shrouded to protect passers-by from falling chips or glass while workmen hooked up neon tubing. Both figures are heavily braced from the rear to prevent them from blowing down in a high wind.



ALL LIT UP, sign gets a test run at 2:49 a.m. Illuminated "traveling" sign at roof's edge carries entertainment ads. Waterfall is a low, wide blur behind the name "Bond." Antifreeze will be added in winter to keep it from icing up.

STROP YOUR
RAZOR AS A
BARBER DOES!



**Get quicker,
easier
shaves at
a saving**



STROPS — CLEANS
WITHOUT
REMOVING BLADE

RAZOR, STROP
AND
5 VALET BLADES

\$1.25

SELF-SHARPENING... ONE PIECE



NEW LEISURE SHOE
FOR MEN



\$9.95

**The Perfect Gift for DAD...
The Perfect Leisure Shoe!**

Give Dad the secret to loafin' in luxury — Winthrop In-n-Outers with cushion-cork platform and crepe or leather sole.

See your Winthrop dealer for gift package.

WINTHROP SHOE COMPANY
DIV. INTERNATIONAL SHOE COMPANY, ST. LOUIS



why
bottlers use
dextrose
FOOD ENERGY SUGAR
to improve soft drinks

Smart...

for a teen-age or grown-up party is this attractive grouping of ice-cold soft drinks and delicious hot and cold snacks. Ham and cheese rolls cut in slices, salami cornucopias filled with cream cheese and chives, and broiled cocktail frankfurters suggest many other equally delicious combinations.



Over-sweetness often overpowers the flavor of soft drinks. To control sweetness, progressive bottlers use a blend of mildly sweet dextrose and sucrose (both fine sugars) to achieve proper "body" without masking the true flavor of their popular beverages.

That's why so many of America's finest soft drinks are enriched with dextrose — to bring you enjoyable quality and flavor plus energizing goodness.

CORN PRODUCTS REFINING COMPANY
One of the producers of dextrose and refined sugar

© 1987 CPM



Power for **PEACE**

Regardless of what comes this year, next year, or twenty years from now—there is one and *only one* assumption safe for a peace-loving America.

To live in peace we must have *power* for peace—with an invincible Army, Navy and Air Force, so that no nation, or group of nations, would dare bring sudden war upon our heads.

Anything less than *absolute* air supremacy is a hollow mockery.

It calls for a strong aircraft manufacturing industry—and a sound and stable air transport industry—and a trained Air National Guard and Air Reserve—

But—first and foremost—it calls for the world's mightiest fighting Air Force *ready to go*.

And for young men there is an opportunity now, the like of which has never existed before.

We want the *outstanding* young men of America to apply for U. S. Air Force training.

We want men whose ambition is as unlimited as their patriotism.

Men who want to go further than anyone has gone before in electronics, engineering, jet and rocket propulsion—and the hundreds of exciting new developments that shape America's new Air Force.

THIS CAN BE YOU, two years from now . . . piloting one of the hottest, fastest jet fighters in the skies. North American's XP-86 is our first swept-back wing fighter, built for the "above 600 M. P. H." operations.



For pilots and budding scientists . . . for men of all technical skill . . . here is an opportunity to join and advance with the world's fastest-moving research development.

For men in college there is an exceptional new opportunity in Aviation Cadet pilot training. And for high-school graduates—here, too, are opportunity and honor with pay, promotion and retirement plans that are exceptional by any standard.

If you are between the ages of 18 and 34 years, if

you can meet the high standards of the new U. S. Air Force, here is a warm welcome, and a promise of three to five years of the most thrilling and satisfying duty of a lifetime!

See your nearest U. S. Air Force Recruiting Office or visit your nearest Air Force base today and get the complete story.

Listen on your radio to "Voice of the Army" . . . "Sound Off" . . . "The Air Force Hour" . . . "Proudly We Hail" . . . "On the Beam with Tex Beneke" . . . "Fred Waring."

U. S. Army and U. S. Air Force Recruiting Service



**WIN YOUR WINGS
AS A PILOT; BECOME A
COMMISSIONED OFFICER**

Here is a special opportunity for men with two years of college education (or equivalent), single, between the ages of 20 to 26½, who can qualify for, and complete, Aviation Cadet training. You can win your wings as a pilot and be a Commissioned Officer in the U. S. Air Force Reserve.





FRONT END of the new Ford has a simple grille design dominated by a massive round medallion. Profile view of the convertible (*below*) discloses flash sides with

a single long "rail-rail" to protect the body. Like the previous model, wheel base is 114 inches but new lines and reduced height create a long, fleet look.





HENRY FORD II, CREATOR OF MODEL B-A, WORKS AT HIS DESK BEFORE A PHOTOGRAPH OF HIS GRANDFATHER AND FATHER, THE CREATORS OF MODELS T AND A

THE NEW FORD

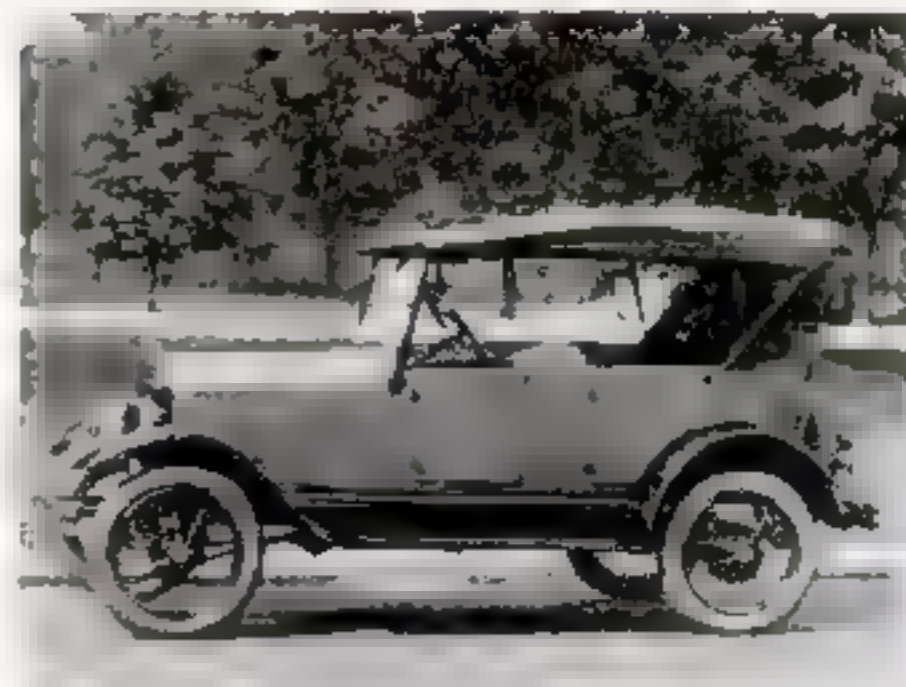
FOURTH IN FAMED LINE IS BID TO RECAPTURE SUPREMACY

This week the Ford Motor Company presented to the car-hungry U.S. the fourth big model change in its 45-year history. Wide, low, with simple lines, the new Model B-A owes little to its ancestry—the Model T (15 million sold, 1908-27) which gave Ford sales supremacy, Model A (5 million, 1928-32) which began losing that supremacy and Model V-8 and the six (12 million, 1933-48) which permanently lost it to Chevrolet in 1936. Ford fell behind because in the onrush of Big Three competition Henry Ford I refused to incorporate the latest luxuries and mechanical advances in his cars.

Now in one sweeping model change his 30-year-old grandson-successor Henry Ford II has brought the Ford not merely even with Chev-

rolet and Plymouth but out in front of them, at least until they too come up with completely new postwar cars. For the new Ford is no mere face-lifted rearrangement of chrome trim. Only the 8-cylinder model's V-type motor resembles in some degree the previous V-8. Everything else is radically different from previous Fords, representing an enormous expenditure in effort and money for new tooling and factory layout. Prices of the new cars will be 6% to 9% above previous models.

With other makers' models yet to appear B-A can hardly establish its place in the sales race for some months. But its engineering and appearance make one thing clear: Ford is back in the thick of U.S. industry's hottest competition.



MODEL T, which sold \$7 billion worth, put U.S. on wheels. New Model T roadster once cost only \$290.

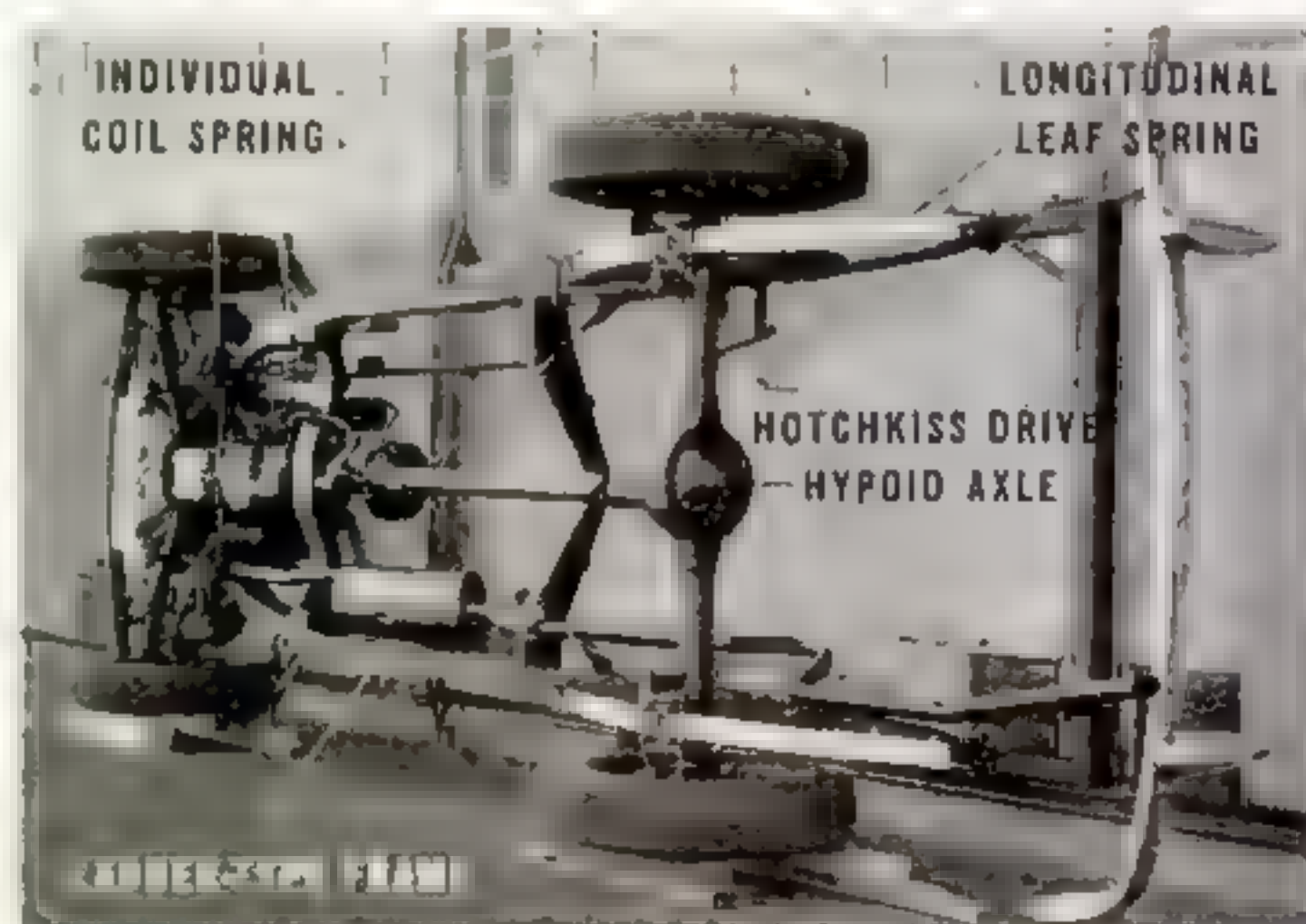
THE NEW FORD CONTINUED



STROBOSCOPIC PICTURE DEMONSTRATES RIDING QUALITY OF FORD SEDAN DRIVEN AT 20 MPH OVER ROAD. WAVY STREAK, MADE BY LIGHT ATTACHED



OLD CHASSIS, made of heavy, L-shaped members, added unnecessary weight to Ford. Old fashioned spring suspension made car "wander" when driven in cross wind.

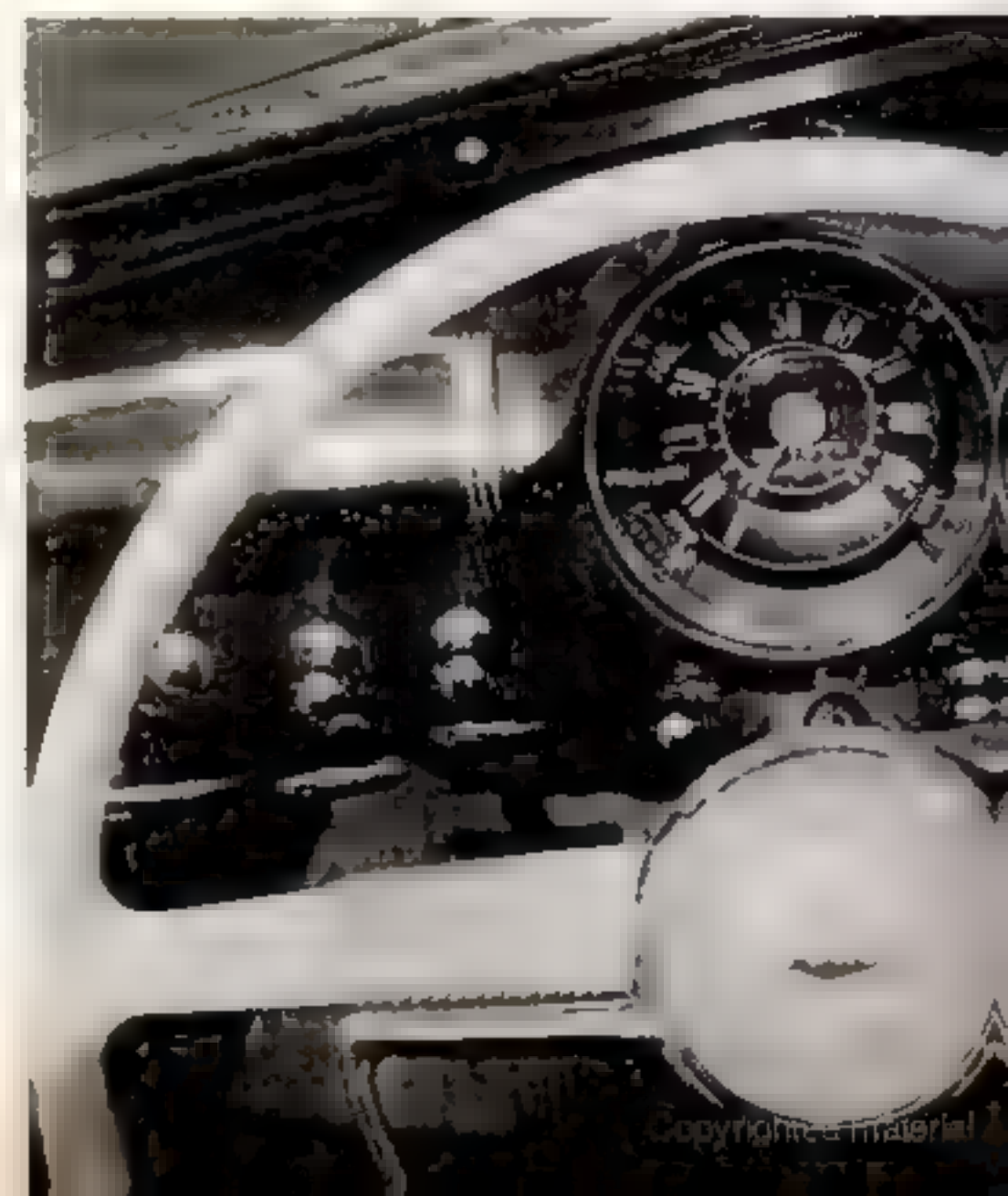


NEW CHASSIS, made of light, box-shaped members, weighs 150 pounds less. "New" coil and longitudinal springing has been used by other makers for years.

NEW STATION WAGON SEATS EIGHT, HAS AN ALL-STEEL BODY TO WHICH WOOD PANELING IS BOLTED



INSTRUMENT PANEL CENTERS AROUND A BIG





TO FRONT HUB CAP, SHOWS HOW WHEEL BOUNCED. STRAIGHT STREAK, MADE BY LIGHT ON BODY, SHOWS HOW BODY REMAINED UNAFFECTED BY BUMPS

DESIGN BEGAN IN 1946

One day in August 1946 top Ford executives met to map what was probably the fastest program for development of a thoroughly new car in automotive history. Four months and some 10 clay and plaster mock-ups later, the main body styling was approved, and in March 1947 the first new chassis (left) was delivered. The new car was a sight for Ford eyes. Gone were Henry F's well-loved luggy springs, heavy frame and high, graceless bodies. In their place were modern independent springing, Hotchkiss drive, a light frame, new brakes, new shock absorbers and an optional over-drive. Low yet more spacious interiors and luggage space had been gained by moving the engine forward 5 inches and adding a bustle back.

Kremlin-like secrecy enveloped the new car as tests (above) began. Last January a consignment of "hammer models" (cars whose bodies are hammered out by hand over carefully scaled wood forms) were secretly shipped south for advertising photographs (right). Three months later, on April 26, the first production Model B A trundled off the assembly line.

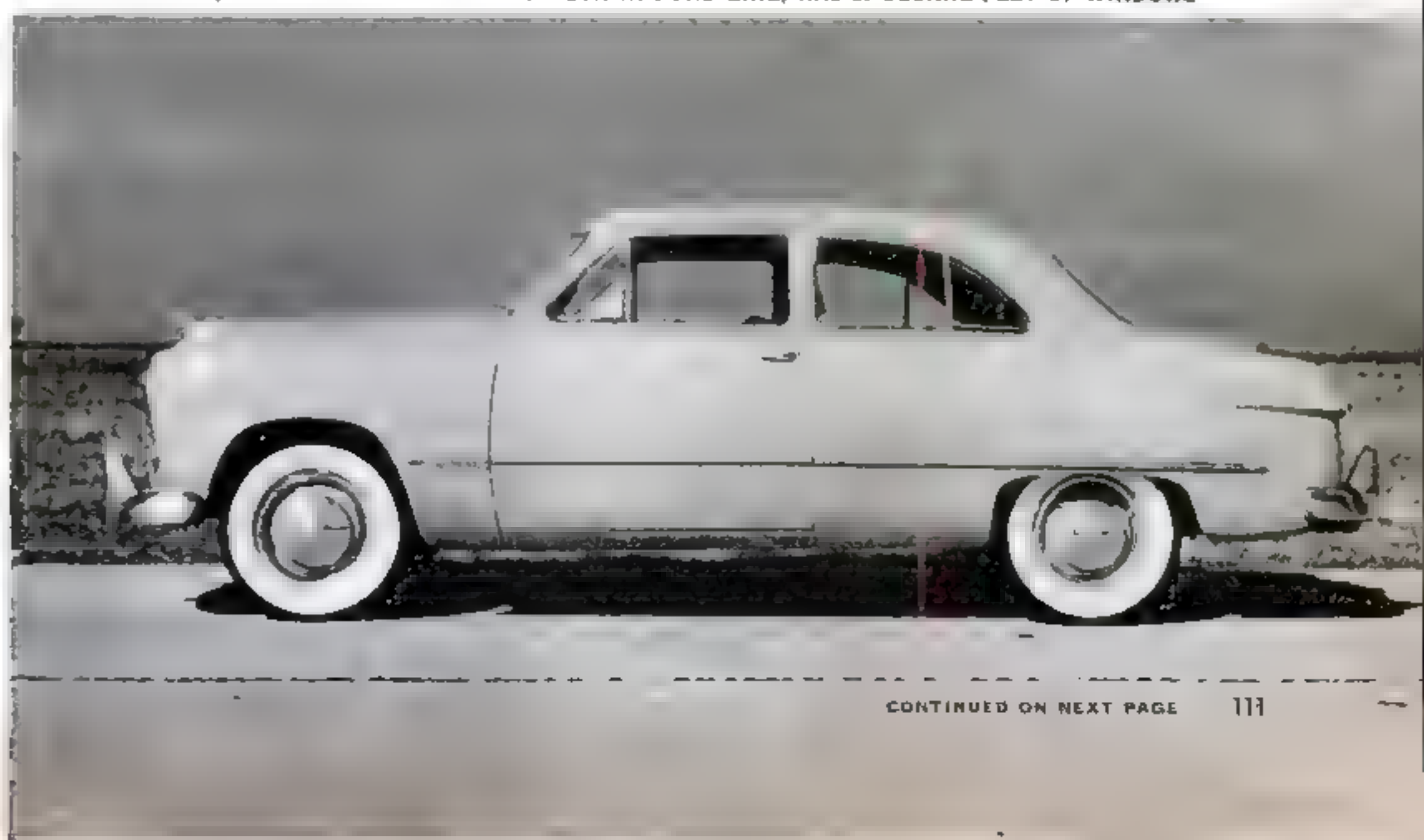


SWATHED IN CANVAS and transported in a closed van, a new car is unloaded near Orlando, Fla., where advertising pictures were made on secluded estates.

SPEEDOMETER, HAS MINIMUM ORNAMENTATION



TWO-DOOR SEDAN, ALWAYS MOST POPULAR SELLER IN FORD LINE, HAS 20 SQUARE FEET OF WINDOWS



How to make white cottons and linens last longer!



1. REPLACING LINENS IS EXPENSIVE. SAVE MONEY...MAKE YOURS LAST!



2. WHEN ORDINARY WASHING LEAVES YOUR WHITE COTTONS AND LINENS GRAY AND DINGY...DON'T TRY TO RUB THEM WHITE. RUBBING WEARS OUT THE FABRIC...WEARS YOU OUT, TOO!



3. CLOROX BLEACHES WHITE COTTONS AND LINENS SNOWY-WHITE WITHOUT HARD RUBBING...REMOVES STAINS; MAKES LINENS SANITARY, TOO! CLOROX IS EXTRA GENTLE...IT'S FREE FROM CAUSTIC. BE THRIFTY, CONSERVE YOUR LINENS THE SAFE, EASY CLOROX WAY!



CLOROX...FIRST WITH AMERICA'S HOUSEWIVES BECAUSE IT OFFERS BOTH:

Gentler Bleaching Action!

You can't find a gentler bleach than Clorox. For Clorox is free from caustic and other harsh substances...made by an exclusive formula protected by U. S. patent!

Greater Disinfecting Efficiency!

Because it's caustic-free, Clorox works faster in killing germs...does a better job of disinfecting. Give your family the extra health protection of a Clorox-clean home!

CLOROX BLEACHES • REMOVES STAINS • DEODORIZES • DISINFECTS
There's only one CLOROX...it's always uniform...always dependable!

Cleaning with **BOON** is simplicity itself! It's America's biggest value in a liquid cleaner...wipes away dirt and grease quickly, easily from washable surfaces. Made by the makers of Clorox.

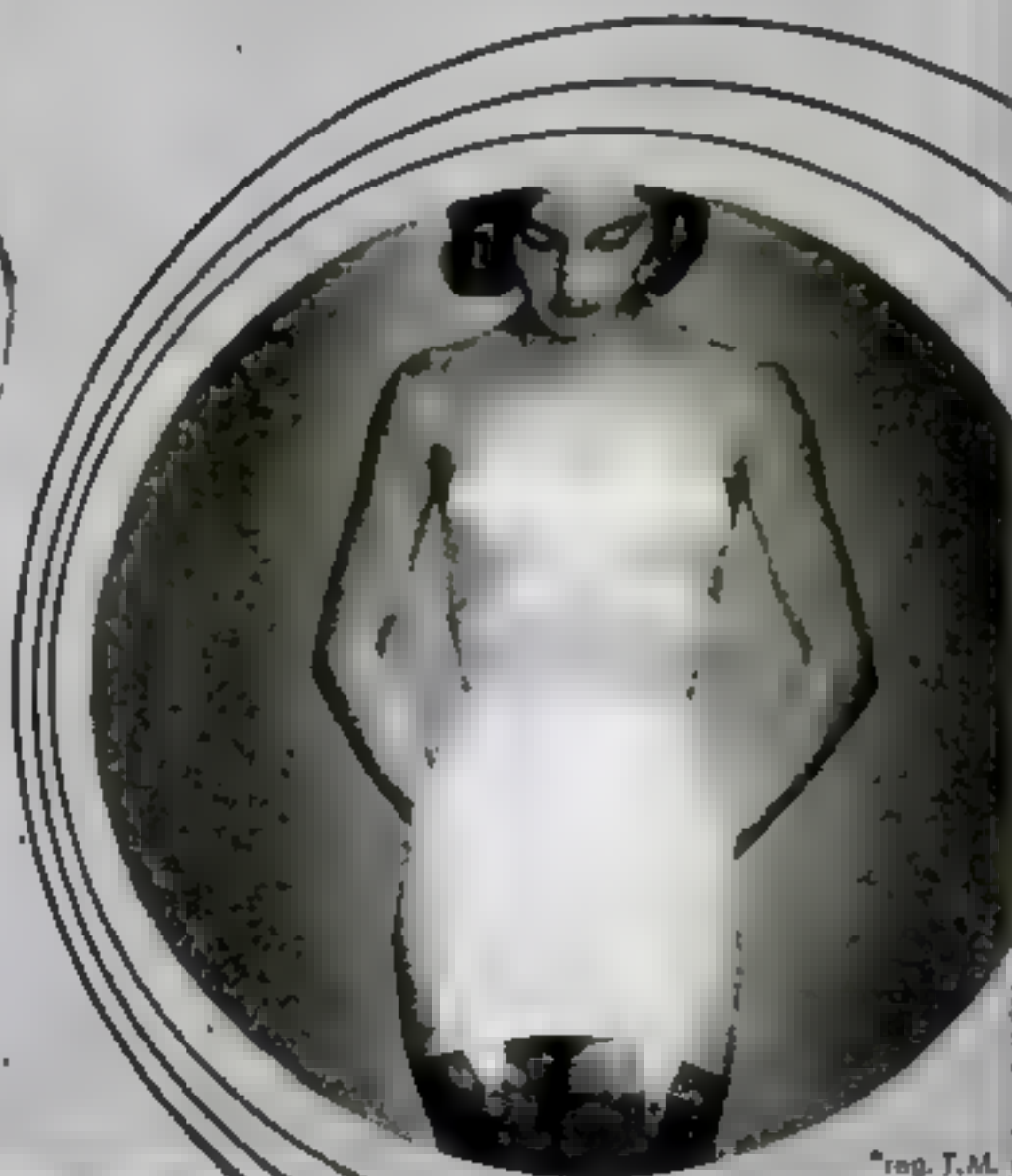


TIME FOR

Coolaire

Flexees' delightful summer treat...your cool Coolaire...web-sheer, light and free...each curve molded to fashion perfection. Coolaire, in girdles, bras, combinations.

by FLEEEES*—"world's loveliest foundations"



*reg. T.M.

THE NEW FORD CONTINUED



POLICY BOARD, the top-level management group that runs Ford and makes decisions by voting, meets at lunch daily in the Ford Rotunda. All are vice presidents except Henry II. Clockwise from lower left: Graeme K. Howard, international operations; Lewis D. Crusoe, finance; Del S. Harder, manufacturing;

THE NEW TEAM

IT IS MOSTLY NEW TO THE FORD

Model B-A is the product of "the new team" at Ford, in contrast to Henry Ford I and his tough aide Harry Bennett, who mainly comprised the old team. How new the new team is can be ticked off in the picture above: only three members of top management, young Henry, Bricker and Davis, have been with the company more than four and a half years, a situation probably unique among great U.S. companies.

The driving ambition of this team is best evidenced by Ford's unabashed war cry, "Beat Chevrolet," which the top echelon is bursting its blood vessels to carry out, and the deliberate pitting of each of Ford's 6,400 dealers against a Chevrolet dealer, with instructions to outservice and outsell him. There are other evidences of a new atmosphere around the Rouge plant. Said a wide-eyed production worker, "You can wash your hands now, even if it ain't lunchtime. You can kid and laugh on the job. Used to be, the only time a foreman talked to you was to bawl you out. Now if your work's good, they tell you."

The old fear of boss and job was one of the less pleasant aspects of Henry Ford I's legacy. Besides an enormous fortune and the world's best-known industrial name, Henry II inherited the world's biggest automobile plant but almost no information about its operational costs. For years no one had kept modern accounting or cost-control records (Henry I disliked bookkeeping). Its top management was a medieval pattern of feuds, favor-seeking and lack of authority (Henry I made all major decisions and brooked no criticism). Dealers were bitter at the lack of progressiveness in car design (Henry I built cars to please himself, not the customers), and able, creative men like William S. Knudsen usually were glad to leave Ford.

Taking over the presidency on Sept. 21, 1945, Henry II went to



Mead L. Bricker, production; John R. Davis, sales and advertising; Henry II; Ernest R. Breech, executive vice president; Harold T. Youngren, engineering; William T. Gossett, legal counsel; John S. Bugas, industrial relations. Absent: Benson Ford, head of Lincoln-Mercury; Albert J. Browning, purchasing.

AT THE ROUGE COMPANY BUT NOT TO AUTO-MAKING

work like a man on a ship leaking water in a dozen places. In less than a week he fired First Mate Bennett and began hiring new hands—Bendix' Crusoe to chart the unfathomed Ford manufacturing costs, General Motors veteran Harder to streamline its manufacturing, Borg-Warner's Youngren to liven up the stodgy engineering department, Bendix Aviation President Breech as executive vice president. Independent Designer George W. Walker was called in to help style the new Ford. The company began to learn which of its widely ramified operations were losing money. Dealers were consulted on what features they would like to see in the new car. Roper surveys were conducted to learn employees' complaints; a recreation program was launched, and even the famous Ford ban on smoking was lifted, with no more serious results than a wastepaper fire started by a janitor unaccustomed to emptying ash trays. Wildcat strikes dropped mercurially.

During this change-over development of the new Lincolns, Mercurys and Fords proceeded. Ford spent \$88 million retooling its lines, \$30 million for engineering, will spend \$250 million in the next 30 months for new plant expenditures. Now that the new car is out, however, the company's problems are not over. Ford is making money but not so much as it should, sales and net worth considered. Before Henry II can "beat Chevrolet" he must, among other things, match Chevrolet's huge productive capacity, and the steel supply, the big headache for all car manufacturers, will put a ceiling on Ford production for many months to come. But having made so much progress toward solving the internal problems left by the old regime, the new team is undismayed. It is in fact eager for the day when B-A can match its strength against traditional rivals in the test of a buyers' market.

ARE YOU REALLY
SURE OF
YOUR PRESENT
DEODORANT?
TEST IT AGAINST
NEW PERFECT
FRESH

SEE
FOR YOURSELF
WHICH STOPS
PERSPIRATION—
PREVENTS ODOR
BETTER!

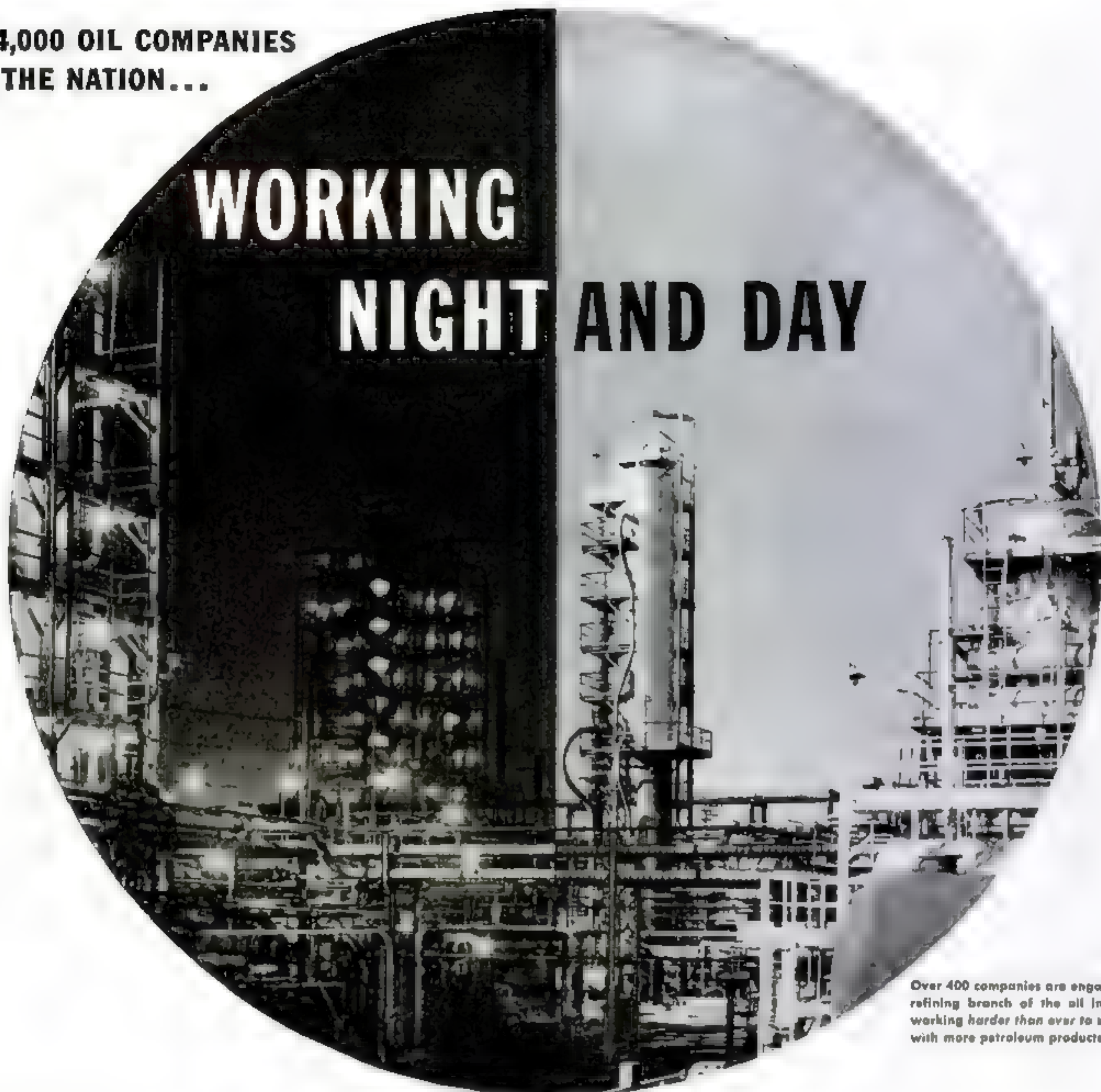
FRESH
CREAM DEODORANT
STOPS PERSPIRATION

Be Lovelier to Love
with new perfect **FRESH**

P.S. But don't take our word for it—test it! See if FRESH isn't more effective, creamier than any deodorant you've ever tried. Only FRESH can use the patented combination of amazing ingredients which gives you a safe, smooth cream that doesn't dry out... that really stops perspiration better.

**HOW 34,000 OIL COMPANIES
SERVE THE NATION...**

WORKING NIGHT AND DAY



Over 400 companies are engaged in the refining branch of the oil industry... working harder than ever to supply you with more petroleum products.

SUPPLYING ENOUGH PETROLEUM to meet your needs is a round-the-clock job. Yes, we're working night and day to fill the nation's demands for more and more oil.

From these efforts has come the greatest supply of oil America has *ever* had—over 200 million gallons *daily*—a flow of petroleum products greater than that maintained during our peak war year.

But we're using more oil all the time! This year, nearly 36 billion gallons of gasoline will be used to power the nation's cars, trucks and busses... this year over 31 billion gallons of fuel oil will be

required for homes, schools, hospitals, factories... and almost 4 billion gallons must go to meet huge Army-Navy requirements. Add to this the tremendous quantities of oil needed to keep farm machinery and industrial equipment, planes, trains and ships in motion—and there's the biggest job the oil industry has ever faced.

With a trillion-gallon underground reserve as backlog, over 34,000 individual oil companies strive to supply you with *more and more*. Every branch of the oil industry—production, refining, transportation, marketing—is stepping up the

pace in 1948... working to supply America's ever-increasing needs.

More petroleum products will be delivered this year. Be sure to use them *efficiently*. Oil is energy for America. Oil means more comfort, better health, greater convenience—for *you*.

OIL INDUSTRY INFORMATION COMMITTEE

DISTRICT OFFICES:

ATLANTA
BOSTON
CHICAGO

CINCINNATI
DALLAS
DENVER

KANSAS CITY
LOS ANGELES
MINNEAPOLIS

NEW YORK
PHILADELPHIA
TULSA



GASOLINE: America's huge motor fleet now numbers over 37 million vehicles. That's 7 million over 1938. Cars average about 730 gallons yearly... trucks, busses use even more.



DOMESTIC FUEL OIL: Demand for fuel oil has skyrocketed since 1938. Today, over twice as many oil burners are used in heating our homes, schools and hospitals.

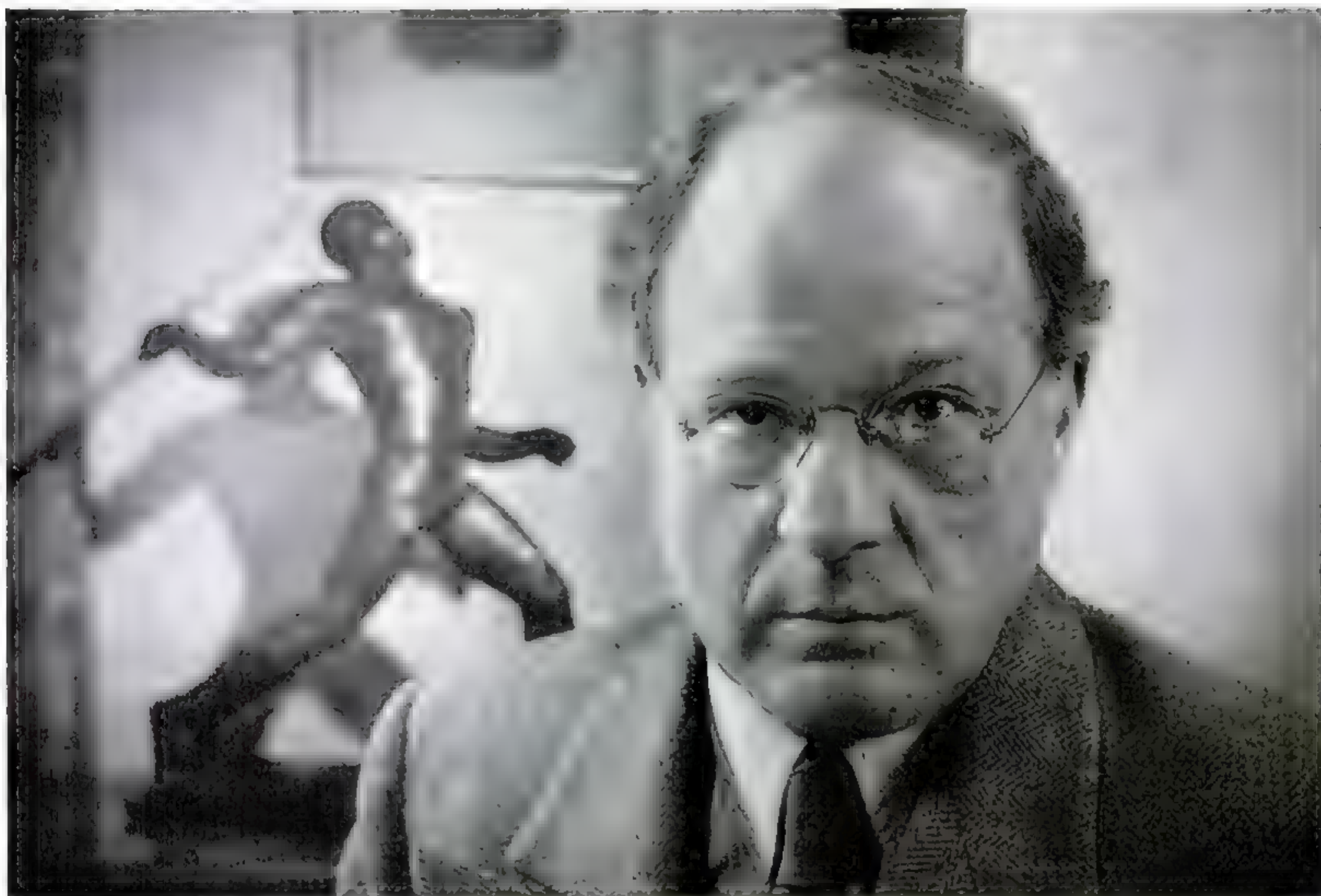


LUBRICANTS: Farms, railroads, mines and factories require ever increasing quantities of lubricants. Production of lubricants has increased 68% since 1938.



REFINING: Oil refineries handled 77 billion gallons of crude oil last year—with facilities expanding, refineries will soon top this mark... deliver even more oil products to you.

AVERY BRUNDAGE



FROM CHICAGO OFFICE DECORATED WITH ATHLETIC SOUVENIRS, AVERY BRUNDAGE RUNS U.S. OLYMPIC COMMITTEE AND ASSOCIATION

Self-made millionaire and heel-and-toe champion, he is the irascible high priest of amateurism in sports

by ROGER BUTTERFIELD

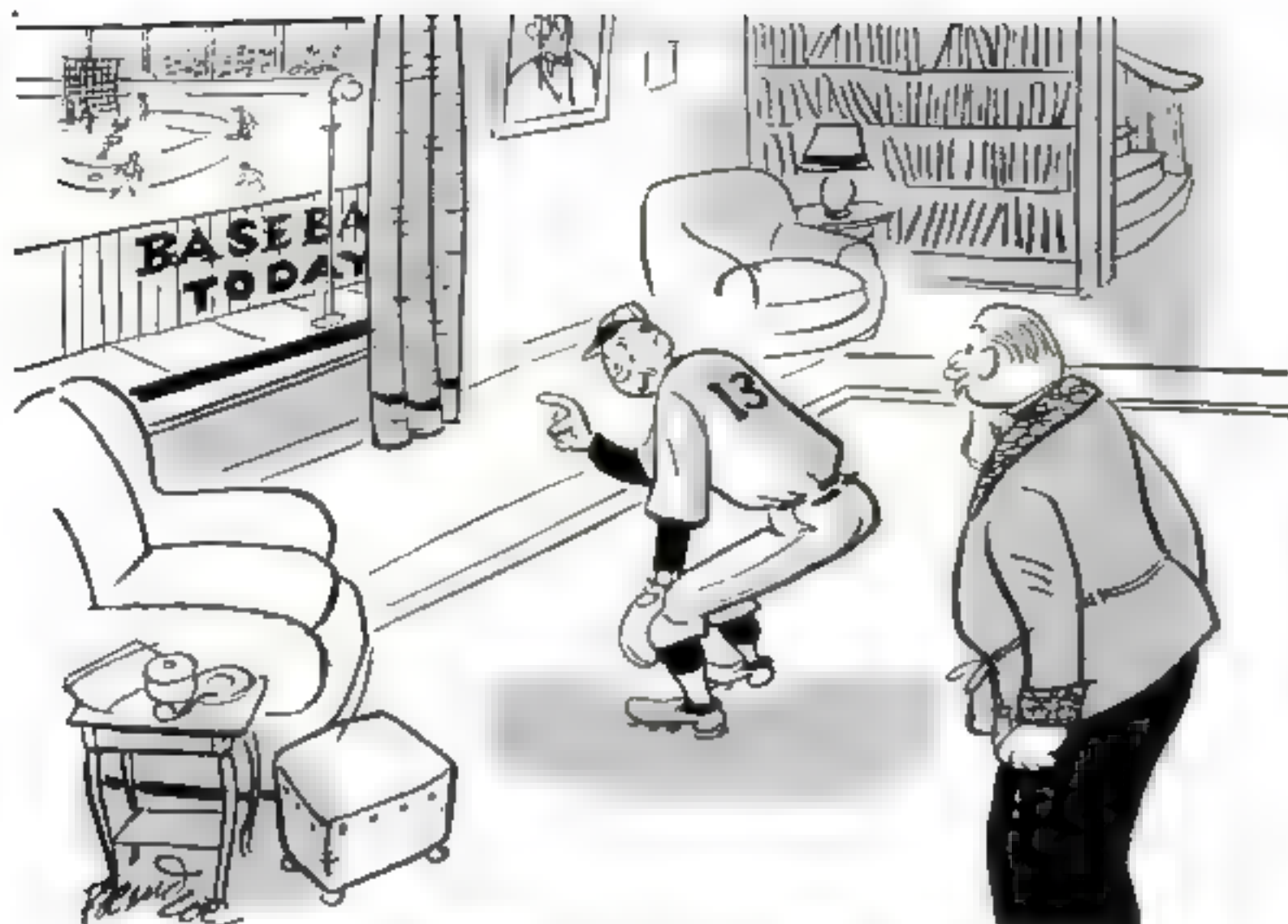
ON Thursday, July 29, 1948—barring an unpredictable accident or international calamity—the U.S. Olympic team will parade into the Empire Stadium at Wembley, England, preceded by a shield-carrier, a flag-bearer and a thick-shouldered, flat-stomached millionaire building contractor from Chicago named Avery Brundage. Brundage will not compete in the Olympic Games himself, but he will be the most important American present. As chairman of the U.S. Olympic Committee, president of the U.S. Olympic Association, vice chairman of the International Olympic Committee and for many years the president and dominant figure of the Amateur Athletic Union of the U.S., Brundage occupies a pre-eminence in the vast bureaucracy of amateur sports which is comparable to that once held by the elder J. P. Morgan in finance.

Twelve years ago almost any newspaper reader would have been willing to bet that he would never lead another Olympic team anywhere. For in 1936 Brundage acquired an enormous amount of unpopularity by 1) roundly praising the Nazi government of Germany and 2) affronting young American womanhood in the person of Eleanor Holm Jarrett, whom he caused to be fired from the Olympic swimming squad for drinking champagne. The disciplining of the shapely Mrs. Jarrett (now Mrs. Billy Rose) occurred after some merry parties on the ship which was carrying the American team to the Olympic Games in Berlin and was ac-

cepted as a personal insult by virtually every male sportswriter in the U.S. Through their efforts Brundage became celebrated as a tyrant, snob, hypocrite, dictator and stuffed shirt, as well as just about the meanest man in the whole world of sports. Harking back to the days when Brundage was a track-and-field champion himself, one of his old teammates, Earl Eby of the *Philadelphia Evening Bulletin*, wrote, "Brundage has a discus where his heart ought to be." To which another critic added, "Not his heart—his head!"

The widespread unpopularity of Brundage has not been diminished by more recent events. Last year, for instance, he got all the blame for hurting the feelings of Barbara Ann Scott, Canada's pretty teen-age figure-skating star, after the people of Ottawa had chipped in and bought her a canary yellow Buick convertible as a gift. Brundage pointed out that Barbara Ann might lose her amateur standing if she accepted the car, and so she was forced to return it to the mayor of Ottawa at a public ceremony in the course of which she shed a number of tears. This episode caused an anti-Brundage explosion in the Canadian Parliament and in newspapers on both sides of the border. One Canadian newsman changed Brundage's first name from Avery to "Slavery." (Last month Barbara Ann turned professional and got her car back again.)

Early this year, as head of the American delegation to the 1948 Winter Olympics at St. Moritz, Switzerland, Brundage was the central figure in



"I play this guy real deep—he's a very heavy Wheaties eater!"

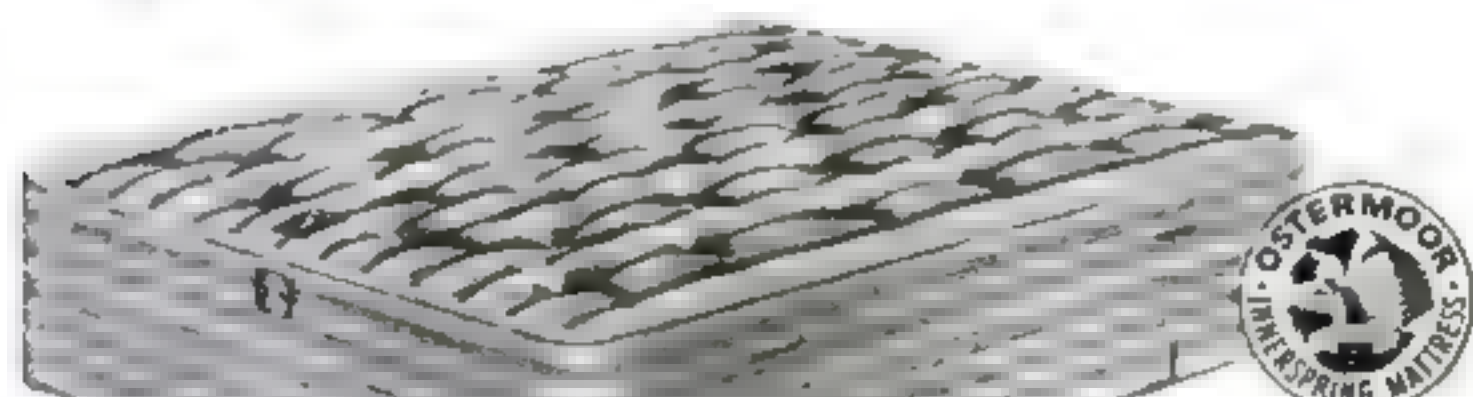
Are you eating like a champion? Include Wheaties in your breakfast. A big bowlful with milk and fruit. Nourishing! Flakes of 100% whole

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ELEANOR HOLM JARRETT turned professional swimmer after Brundage fired her from 1936 Olympics for drinking. "I like champagne," she explained.

BRUNDAGE CONTINUED

another international controversy. This battle started over the qualifications of two separate American ice-hockey teams, one of which was brought to the games by Brundage's U.S. Olympic Committee and the other by the Amateur Hockey Association of the U.S., which is controlled by commercial rink owners and is therefore—according to Brundage—"tainted with professionalism." However this may be, the Swiss committee which was running the winter games chose the A.H.A. team to represent the U.S., instead of Brundage's team. Brundage promptly threatened to withdraw all the other American teams—skating, skiing, bobsledding, etc.—if his hockey team couldn't play. At this point the International Olympic Committee was summoned for a special meeting and voted to throw out both American teams and eliminate hockey entirely as an Olympic sport. But the Swiss had already sold thousands of tickets and the 1948 hockey matches were allowed to proceed, with the anti-Brundage team taking part. On opening day the Brundage hockey players and about 200 members of the other American teams stood on the sidelines and booed their fellow countrymen, who lost to Switzerland, 5 to 4.

In the meantime someone—possibly an angry hockey player—broke into a storage shed and sabotaged the American bobsleds by loosening nuts and unscrewing the bolt holding the steering wheel of one sled, so that it might have come off during a run and caused serious injuries. The damage was discovered in time and repaired, and shortly afterward Brundage himself went down the bobsled run in one of the American sleds. This was a courageous thing to do, for Brundage is 60 years old and no expert, and bobbing at St. Moritz is a dangerous sport under the best conditions. The sled skims down a sharp zigzag course at 60 to 70 mph, with each rider's nose about an inch from the snow and ice on the hairpin curves. If anyone on the sled fails to follow the slightest bend and twist of the driver, it means a certain spill, with broken bones and perhaps worse.

However, Brundage got very little applause for taking the risk. The Associated Press reported the only comment from a younger member of the American team: "I hope he breaks his leg."

His head is very hard

BRUNDAGE is a stocky, strongly built man with thinnish, sandy-colored hair, faint freckles on his hands and face, and a deceptively mild voice and manner. He wears glasses with thin gold bows and rims, and has done so for many years, even when he was a track-and-field champion himself. His most arresting feature is a large, rounded chin with a cleft in the center; it is not quite so prominent as Popeye the Sailor's chin, but it has a tendency to jut out in the same manner when its owner is in a belligerent mood.

His neck and shoulder muscles are still very powerful from many years of throwing heavy weights, and his head is very hard. As evidence of this Brundage cites an incident which occurred



BARBARA ANN SCOTT obediently returned the car given her by admirers after Brundage said she should. Canadian premier protested Brundage's ruling.

when he first took up pole-vaulting. On his first day he failed twice at 10 feet, but on his third leap he gave a mighty shove, twisted his body clear over the bar and plummeted to the ground head first, landing squarely on the top of his skull.

He was surprised but not hurt. "It shook me up some," he recalls, "and my glasses fell off. But that was about all."

Brundage's athletic specialty was what he calls "the old American all-around," a series of 10 track-and-field events performed in a single afternoon, with only five minutes between each event. An all-around usually began with a 100-yard dash and proceeded through a shot put, high jump, 880-yard heel-and-toe walk, hammer throw, pole vault, 120-yard high-hurdle dash, 56-pound weight throw, broad jump, winding up with a brisk one-mile run. It was a far more strenuous affair than the traditional Olympic decathlon, which also has 10 events but is spread out over two whole days.

In 1914 at an A.A.U. meet in Birmingham, Ala., Brundage won the all-around championship of the U.S., and in 1916 and 1918 he won the title again—a series of victories which has never been equaled. During those years he ran the 100-yard dash in 10 seconds flat, high-jumped 5 feet 11 inches, put the 6-pound shot 42 feet, crossed the high hurdles in 16 seconds, broad-jumped 21 feet 7 inches, pole-vaulted 10 feet .75 inch, threw the 56-pound weight 29 feet 4 inches, walked 880 yards in 3 minutes 3.2 seconds, threw the hammer 125 feet 2.5 inches and ran the mile in 5 minutes 17.25 seconds. None of these were record marks in themselves, but under the grueling conditions of the all-around they were terrific. Sportswriters of the period hailed Brundage as "The Champion of Champions" and "The Greatest Athlete of the Day" and gave him a nickname, "Old Ironsides," which stuck to him for years.

Heel-and-toe walking, which is almost a lost art today, was one of Brundage's favorite sports. "That was a beautiful event," he mused recently, "and I excelled in it. It puts an enormous strain on nearly every muscle in the body. It is the closest a man can come to the pangs of childbirth."

"The great difficulty was in judging it. The judges would have to keep running alongside and lie down with their noses almost on the cinder track to make sure you always had one foot in contact with the ground. . . . The judges didn't like their part of it, and they have dropped the event from most programs. I think it's too bad. Why, after I did half a mile of heel-and-toe walking, sometimes I could hardly stand up."

Brundage was born in Detroit in 1887 but moved to Chicago at an early age to live with relatives. His father had left home and his mother supported the family. Young Avery helped by getting up at 4 a.m. every day to deliver newspapers.

As a boy he preferred sports which he could practice by himself, without any teammates or even any opponents. The school he attended did not have a 6-pound iron shot for him to throw, so he cast one in his manual-training class. He also manufactured his own wooden hurdles and dug a sandpit in his backyard for jumping. He spent many evenings in long, solitary sessions of muscle-building and training.

At the University of Illinois, which he entered in 1905, he was

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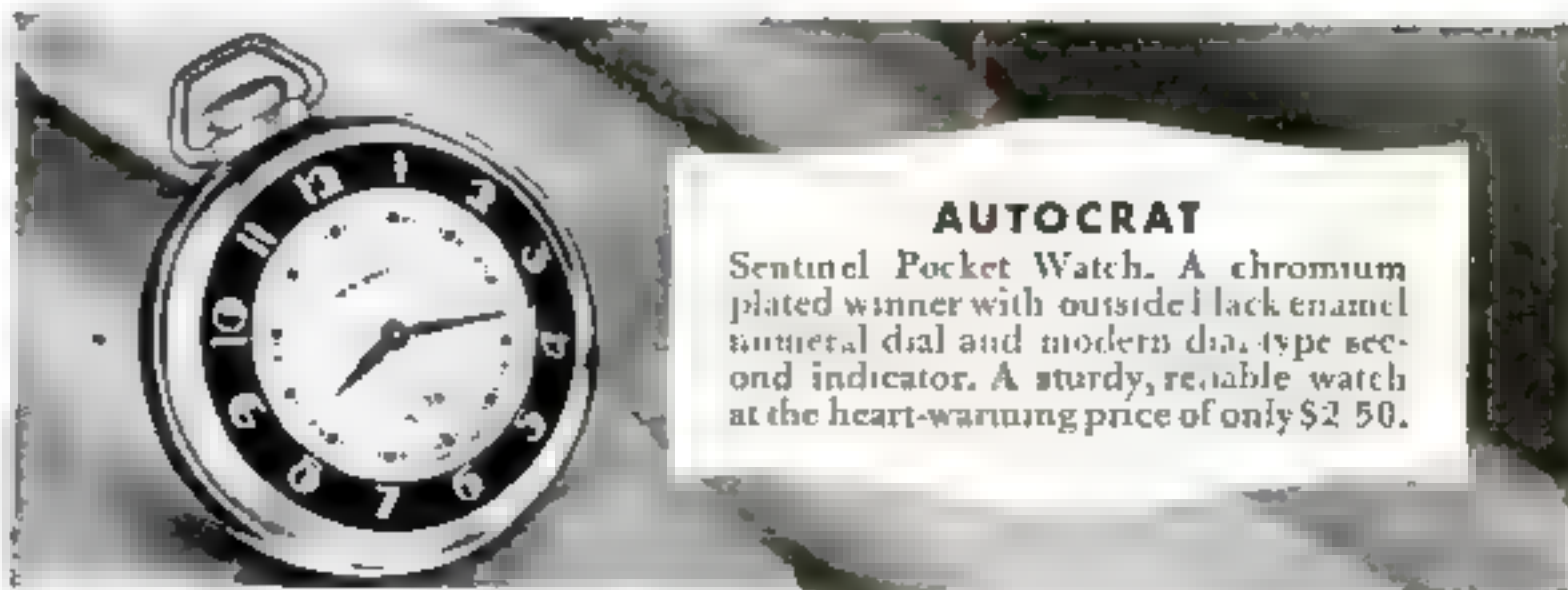
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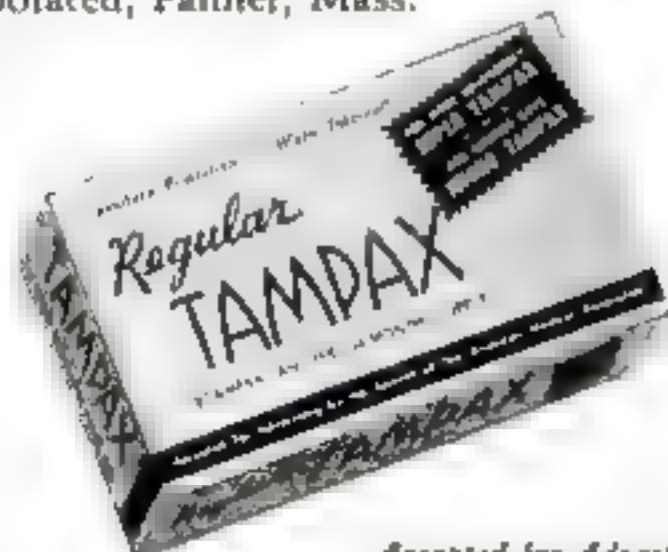
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BRUNDAGE CONTINUED

the outstanding star of the track team, and also its manager—a combination which was highly prophetic of his later years. He belonged to a leading fraternity, contributed to *The Scribbler*, a student literary magazine, and in general was a prominent young man on the campus.

One of his surviving rhetoric themes gives an interesting example of his early attitude toward sports. It is entitled "The Football Field as a Sister of Men."

"No better place than a football field could be chosen to test out a man," wrote Avery Brundage, Illinois '09. "... Here a fellow is stripped of most of the finer little things contributed by ages of civilization and his virgin nature is exposed to the hot fire of battle. It is man against man, and there is no more thorough mode of exposing one's true self. ... A fellow who has—to use the slang of the day—"made good" on the gridiron stands a very good chance to make good in after life."

Brundage proved that the same could be said of a fellow who had made good at shot-putting and high-jumping. In 1910 he went to work as a supervisor for a big architectural firm in Chicago, and within a very few years he was able to launch his own construction business. The friends he had made and the publicity he received as a college athletic star were of great help to him in getting started.

In the meantime he began training for the all-around, which was (and still is) considered too strenuous for college boys. In 1912 he was chosen for the U.S. team at the Olympic Games at Stockholm and competed in both the pentathlon (five events) and decathlon. His showing was not very good. He placed fifth in the pentathlon and 15th in the decathlon, from which he withdrew after eight events. The Olympic competition was based more on performance than endurance, which was Brundage's forte. He was also completely overshadowed by Jim Thorpe, the famous American Indian who won both the pentathlon and decathlon with ease and was hailed as one of the greatest of all Olympic champions.

Undeterred by his poor showing at Stockholm, Brundage accepted an invitation extended by the team from czarist Russia and went with them to St. Petersburg to compete in a track meet. The Russians did not provide a soft, sand-filled pit for their jumpers—only a canvas spread on the hard earth—and in making a high jump Brundage landed on one hand and fractured a bone in his wrist. A Russian doctor told him it was only a sprain and he continued to run and jump until the pain became too severe. He had saved up some money for a European tour and went doggedly ahead with it, his wrist in a bandage and sling. He could neither dress himself nor feed himself until several months after his return to America. This incident still colors his attitude toward Russia, although he concedes there have been many changes there since.

Brundage makes his fortune

BRUNDAGE did not win his first national championship until he was 26 years old and had been out of college for five years. He retired undefeated from his all-around championship in 1919, when he was 32. He was already well established in the building business, and during the boom of the 1920s he made a fortune on big fast-construction projects. At one time his Avery Brundage Company was handling 60 different jobs, costing a total of \$16 million and employing 10,000 workmen. He built the 16-acre, \$4-million Ford assembly plant—the biggest factory in Chicago up to that time—in less than 10 months. He built skyscraper apartment houses along the Lake Michigan waterfront, hotels, business blocks, banks, warehouses, bridges and viaducts.

He kept up with athletics by playing a championship game of handball and by serving in various executive posts—all strictly amateur. In 1928 he was elected chairman of the U.S. Olympic Committee, succeeding General Douglas MacArthur, and he has held this position ever since.

Almost from the beginning he displayed a dictatorial temperament. In 1929 Charlie Paddock, the great American running star, charged that Brundage and other amateur officials had "used" him as a gate attraction to make money for their Olympic committee and engaged in other "petty and penurious" practices at his expense. Brundage lashed out with countercharges: Paddock, he retorted, was indulging in "untruths" and "sensationalism of the rankest sort." Paddock turned professional and so was beyond Brundage's official reach. But in 1932 Brundage was able to administer amateur discipline to an even more famous athlete. This was Mildred Babe Didrikson (now Mrs. George Zaharias), the Dallas, Texas "wonder girl" who is not only a great track star and golfer, but also an expert swimmer, basketball player, baseball pitcher, football halfback, billiardist, tumbler, boxer, wrestler,

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CONTINUED ON PAGE 120



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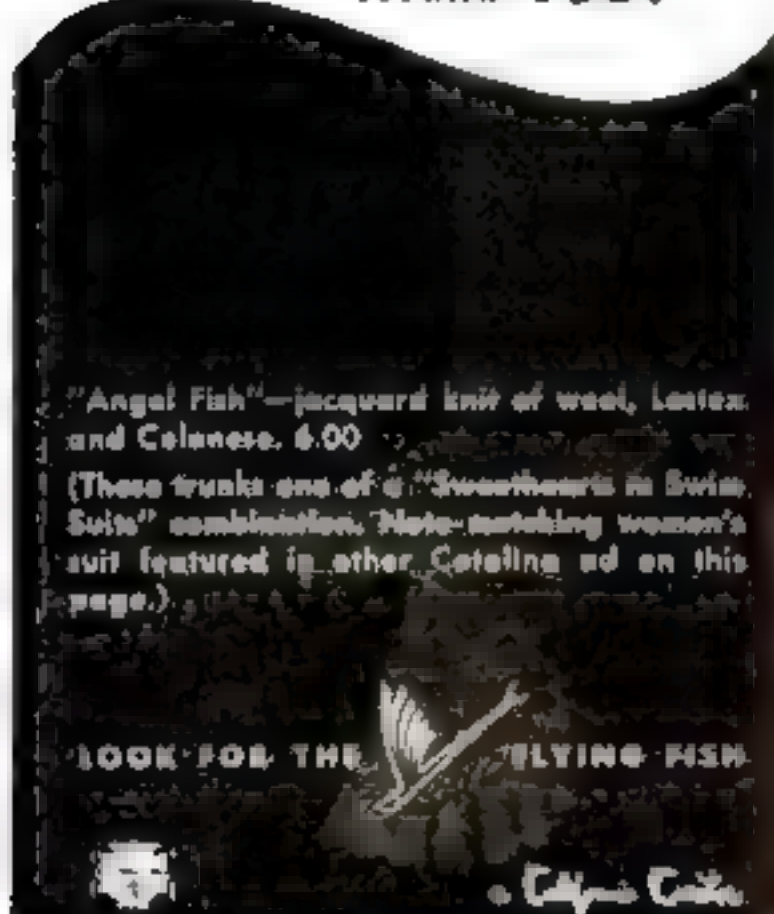
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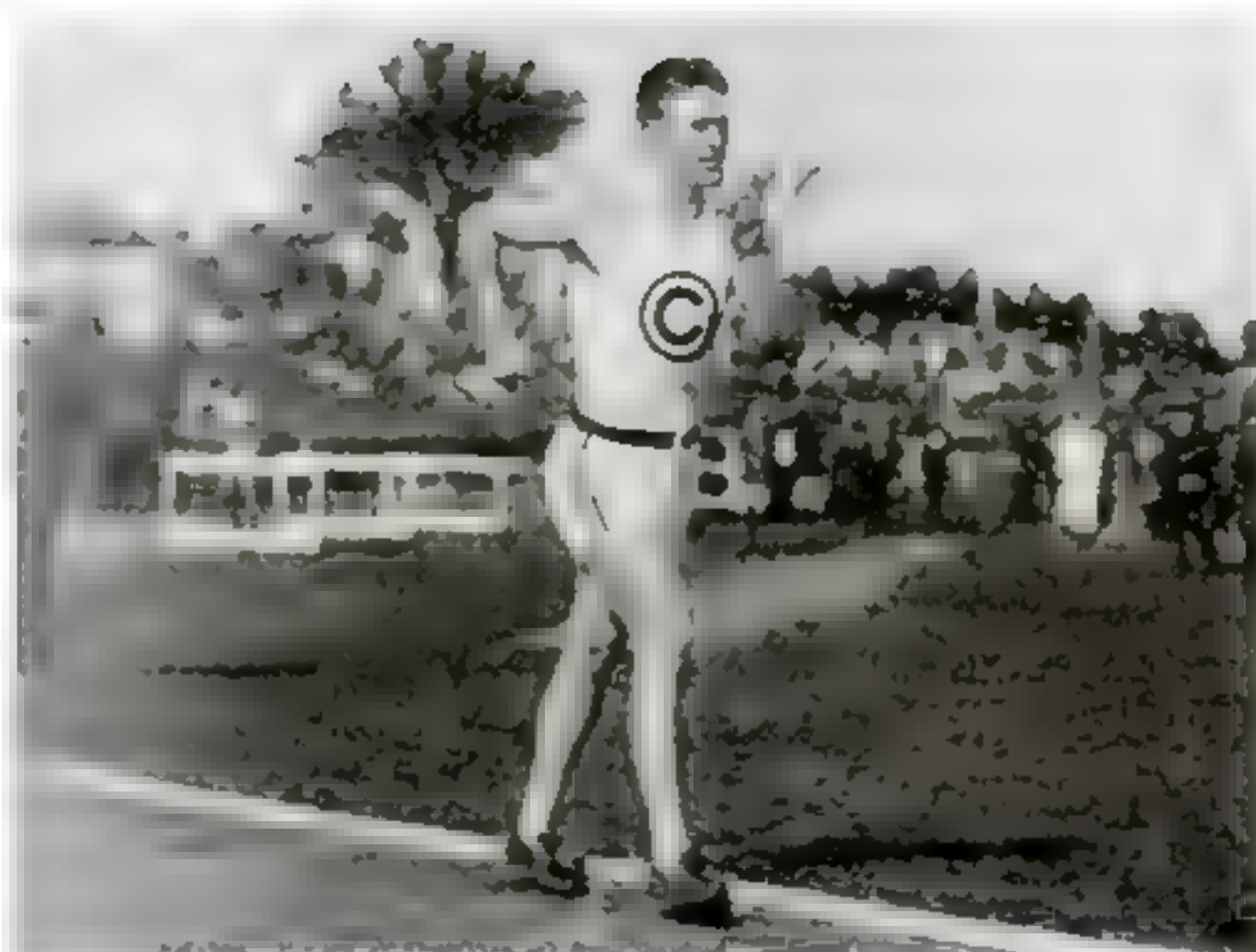
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ALL-AROUND CHAMPION Brundage enjoyed heel-and-toe walking. He was at his athletic peak after 25 when most former college athletes prefer golf.

BRUNDAGE CONTINUED

fencer, weight-lifter and adagio dancer. She is, in fact, more of an all-around champion than Brundage himself.

Several months after she won two firsts and a second at the 1932 Olympics (under the rules for women she could only enter three events), Miss Didrikson's picture appeared in an advertisement for the Dodge automobile, along with a testimonial from her saying, "One look at its trim beauty and you know it has class."

The A.A.U., of which Brundage was president, promptly suspended her amateur standing. Miss Didrikson replied that she had not been paid for the ad, that her words were printed without her permission and that anyway there were "350 pages of do's and don't's" in the Olympic amateur rules and she had never been able to understand them. Brundage entered the fray in person. "I was a member of America's Olympic team 20 years ago," he declared hotly, "and I never had any trouble with these rules." He then added the following significant aside: "You know, the ancient Greeks kept women out of their athletic games. They wouldn't even let them on the sidelines. I'm not so sure but what they were right."

It is no coincidence that some of Brundage's most violent public fracasces have been concerned with female athletes. He has always been suspicious of athletic women, and he still is (although this was not a factor in his squabbles with Eleanor Holm, Barbara Ann Scott and Babe Didrikson). His suspicion is that some of them—perhaps even a considerable number—are really men.

This suspicion became thoroughly fixed in his mind in 1936 after two "women" track stars in Europe actually did turn into men as the result of surgical operations. One of these, Zdenka Koubkova of Czechoslovakia, had already set a women's record in the 800-meter run and was a candidate for the Olympics. The other, Mary Weston of England, was a champion shot-putter and javelin-thrower. After their operations they became Zdenek Koubek and Mark Weston respectively. Zdenek came to the U.S. to appear in a night-club, while Mark married and settled down in England.

These two events caused Brundage so much worry that at a meeting of the International Olympic Committee just before the 1936 games in Berlin he demanded in vain a thorough physical examination for every woman on every Olympic team.

When is an amateur a professional?

AN amateur," says Brundage, "is just what the dictionary implies—a lover, from the Latin word *amator*. An amateur sportsman engages in sport for love of the game, and only love. It's just as simple as that."

But the problem of defining an amateur is not at all simple, as Brundage knows particularly well. Of course anyone who receives a salary or fee for engaging in sport is not an amateur. But there are many other ways to win something besides love. There are "expenses," which pay quite well in some "amateur" sports. There is the well-known system of athletic scholarships for college "amateurs." There are prizes and civic gifts, such as Barbara Ann Scott's automobile. There are movie contracts, guest appearances on radio shows and advertising testimonials.



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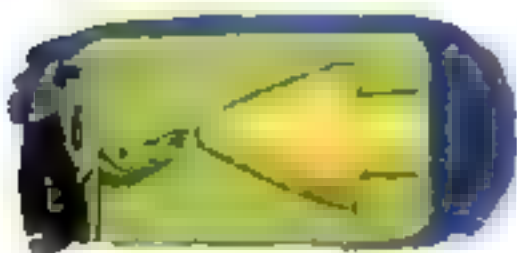
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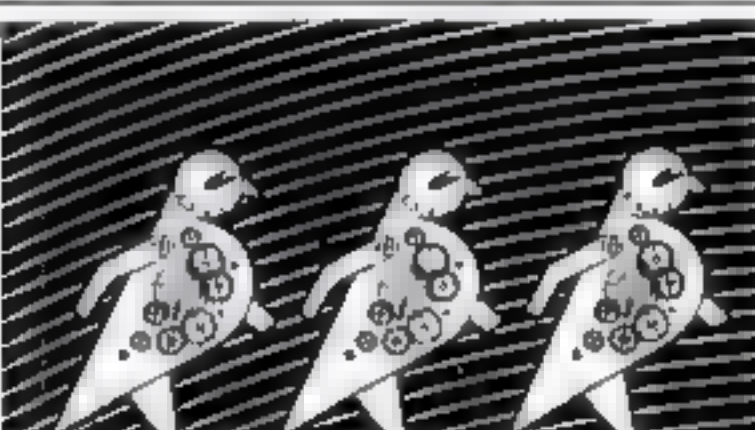
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Better Time for Less Money



PREPARING FOR BOBSLED RUN. Brundage has crash helmet buckled on. He made his first ride last winter on the St. Moritz course in a four-man sled.

BRUNDAGE CONTINUED

In some countries, where socialism is wholly or partly in effect, outstanding sports competitors can make quite a good thing from rewards provided by the government. And in the U.S. where free enterprise is triumphant, employers sometimes hire groups of college athletic stars, organize them into teams and pay their salaries and expenses while they are training or barnstorming around the country. At least five of these corporation-subsidized performers—all members of the Phillips Oilers, representing the Phillips Petroleum Co. of Oklahoma—are on the American Olympic basketball team for 1948, with Brundage's endorsement.

Amateur rules vary widely for each sport. In tennis, for example, an amateur may collect up to \$600 in expenses for a single tournament and still remain an amateur. In boxing an amateur may be awarded valuable merchandise as a prize. In ice hockey, under the Amateur Hockey Association rules which aroused Brundage's wrath last winter, an amateur is defined as a player who is not under contract to one of the big-league professional teams; such amateurs play on lesser "farm" teams and are paid for each game they play.

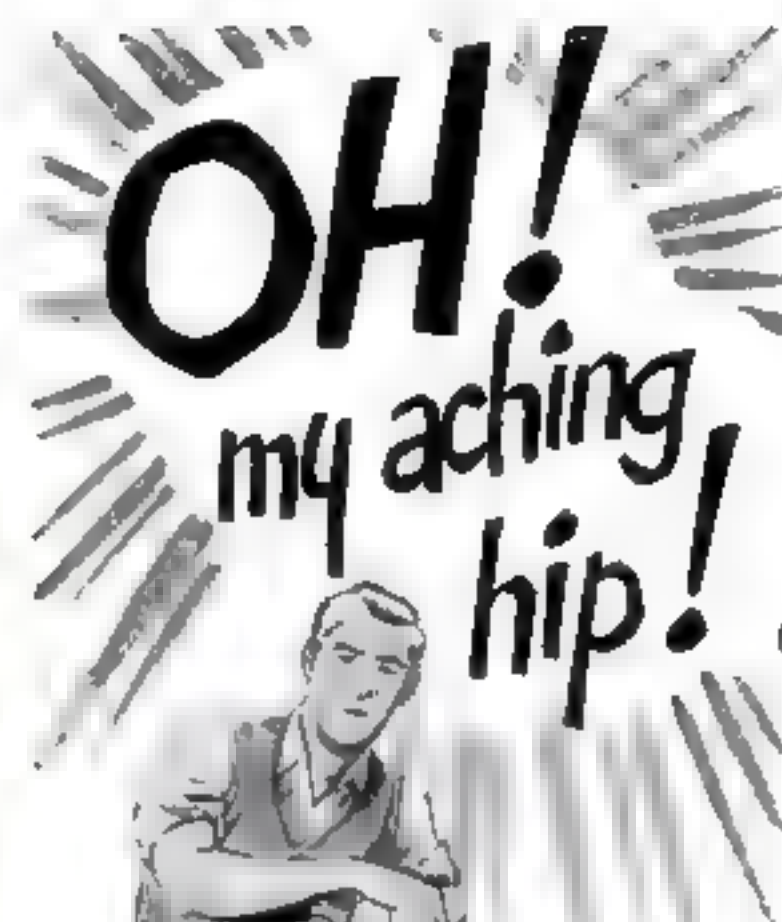
The fact is that there is no single clear-cut definition of amateurism, any more than there is a single clear-cut definition of law. There exists a vast body of tradition and rules on the subject, which differ from sport to sport and from country to country and are not strictly uniform even in the Olympic Games. The Olympic amateur rules—they fill several hundred pages of print—require constant interpretation and enforcement by a series of authorities ranging upward from the paid staffs of the various international sports federations to Brundage with his national Olympic committee and other top officials in some 50 different countries.

The "broken-time" argument

LAST year several countries made a determined effort to legalize the "broken-time" payment system for their Olympic teams; this would allow governments to pay athletes for the wages or salaries they lost while competing in important events. They were prevented from doing so by Brundage. To the argument that athletes in most countries do not have the high wages or paid vacations which many Americans enjoy and therefore cannot afford to go to the Olympics, he replied as follows:

"If in certain countries there are people who are too poor to play (which is doubtful), let the government raise their standards of living until they have some leisure time instead of asking us to lower our amateur standards. . . . After all, we of amateur sport cannot be expected to reconstruct society."

In all the 40 years he has been associated with sports, says Brundage, he has "never known or heard of a single athlete who was too poor to participate in the Olympic Games." But he has known some Americans who were "too rich" to compete. These were young men, like himself in earlier days, who had businesses of their own. "If you pay one boy \$1 an hour for the time he's losing at his job, are you going to pay somebody else \$100,000 for the deal he



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BRUNDAGE CONTINUED

would lose by going to the Games?" he asks. "It seems to me that one is just as right as the other."

Having decided long ago that good, clean sport is the most important thing in life, Brundage is apt to accept rather uncritically anything that seems to promote it. His fixation has led him into some situations which were merely ridiculous, and some which were genuine disasters. In 1936 it led him to become an active partisan of Nazi Germany and the conversion of the Olympic Games into a political and propaganda triumph for Adolf Hitler.

Many Americans did not want to send an Olympic team to Berlin in 1936. Most sportswriters of the country were against it and there was strong opposition in the U.S. Olympic Committee itself. Brundage set his chin and waged the most angry, embittered and obstinate battle of his career. The anti-Nazi outcry in this country, he proclaimed, was the work of "alien agitators," "Communists" and "certain Jews." In a pamphlet issued by Brundage's Olympic committee it was stated that the persecution of minorities was "as old as history," and no Olympic committee should pay any attention to it—"the customs of other nations are not our business." He compared the American athletes who wanted to go to Berlin to "the Minute Men of Concord and the troops of George Washington at Valley Forge." He predicted a dire reaction against American Jews if they succeeded in a boycott. He gave wide publicity to a statement by Brigadier General Stephen H. Sherrill, American member of the International Olympic Committee, who said, "It does not concern me one bit the way Jews in Germany are being treated, any more than lynchings in the South of our own country."

At Brundage's almost hysterical insistence, an American team did go to Berlin, where they witnessed the greatest display of Nazi pomp and pageantry that had been staged up to that time. To show their appreciation a group of American baseball players gathered on the sidelines of the vast German stadium one day and gave a cheer which ended, "Rah-rah-rah, rah-rah-rah, rah-rah-rah; Germany, Germany, Germany." And an effusive American girl from Norwalk, Calif. broke through Hitler's guards and planted a kiss right on the Führer's face.

But these small gestures of goodwill were ruined by the fact that the Americans, and especially a group of great Negroes, insisted on beating the Nazi supermen and winning the Olympics. Goebbels carried on a vicious campaign against "America's black auxiliary force," pointing out that as far as white men were concerned, Germany was still ahead. The climax came when Jesse Owens, an American Negro and the outstanding star of the games, was reported "snubbed" by Hitler after winning four first places and helping to win a fifth (in the 400-meter relay). The newspaper story was that Hitler had hurried out of the stadium in order to avoid shaking Owens' hand.

Any mention of this "Owens incident" still rouses Brundage to an acute fury. "It was a fantasy, a fairy tale, absolutely untrue," he raged recently. "The only winner Hitler ever congratulated was a German who happened to win the first race. After that he didn't shake hands with anybody. He didn't snub Owens any more than all the other winners."

"We can learn much from Germany"

A FEW months after Brundage brought his victorious team back to the U.S. he appeared as the principal speaker at a German Day celebration sponsored by Fritz Kuhn and his American-German Bund in Madison Square Garden. "No nation since ancient Greece has displayed a more truly national public interest in the Olympic spirit than you find in Germany," Brundage declared. "We can learn much from Germany." "We, too, if we wish to preserve our institutions, must stamp out Communism. We, too, must take steps to arrest the decline of patriotism...."

In August 1940 Brundage appeared as chairman of the Keep America Out of War Committee, which sponsored Colonel Charles A. Lindbergh's first isolationist speech in Chicago. He resigned from this group and the America First Committee, which he also had joined, the day after Pearl Harbor.

Brundage has almost dropped out of the construction business in recent years, but his private affairs are still in a flourishing state. He lives in a tall apartment building on Chicago's "Gold Coast," overlooking Lake Michigan, and has almost filled his top-floor quarters with rare and costly specimens of Oriental art made of jade, amber, lapis lazuli, porcelain, ivory and bronze. His collection is regarded as one of the largest and most important in private hands in this country.

He has given up handball on doctor's orders (he pinched a blood vessel in his back while playing one day and almost died), but he

CONTINUED ON PAGE 12



This modern basement game room gives more space in which to live and play. And the modern Rheem Automatic Water Heater gives more hot water for all the family needs.

How to sell the man in your house MORE HOT WATER

Your husband needs facts before he can buy you a new water heater. Here they are, for you and him.

By

R.E. James

Rheem Heating Consultant

The only time your husband notices the hot water, perhaps, is when it turns cold on him in the morning. But you have to put up with it—or without it—all day long.

The truth is that your old water heater was just not designed for new appliances. It can hardly meet your minimum family needs for baths and showers—let alone a new double sink, dishwasher or automatic washing machine.

How To Stay In Hot Water

The new water heaters are as automatic as the new appliances they have to supply. Let's look at one—the Rheem, in a 40 gallon size. In the morning your family may need 20 or 30 gallons of hot water before they leave the house—for showers, washing, dishes.



Hot For The Washer

The Rheem supplies this amount easily. No waiting, no complaints.

But then *your* day really begins. You immediately need more hot water for your washing machine. About 20 gallons, at least 140° hot, to get clothes really clean. Do you have to wait? Is the water only lukewarm? No, because a fresh supply of water has been heated up rapidly—at the rate of 42 gallons an hour.

Set The Dial And Settle Back

It's heated automatically. You set the thermostat dial just once to 140° and you don't have to bother with it again. If you prefer to wash cottons and white things in hotter water, you can quickly turn the dial up to 160°, then turn it back later. There's also an automatic safety control on the Rheem which shuts off the fuel if the pilot light goes out.

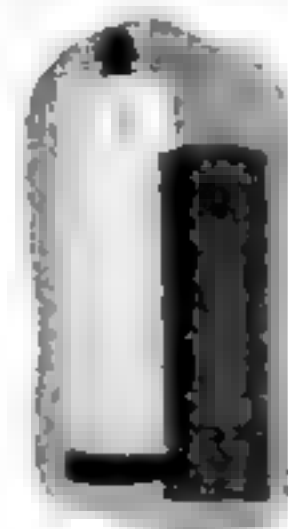
Go By The Guarantees

You should also look for the guarantees and approvals that good water heaters carry for your protection. For example, all Rheem water heaters have earned the Good Housekeeping Guaranty. And the gas models are approved by the American Gas Association while the Rheem oil and electric models are approved by Underwriters' Laboratories, Inc. All models are also guaranteed in writing by the manufacturer.

Conditions for corrosion are almost always

present in your water supply. This storage tank is Rheem-Processed to guard against corrosion and to keep water clean and fresh. It's guaranteed.

Your plumbing dealer can help you choose exactly the right size water heater for your needs and he'll advise you about the best fuel too.



Tank Is Treated

Dream House

Have you seen "Mr. Blandings' Dream House?" Not just the picture but the 100 model houses around the country. Perhaps it was Mrs. Blandings who suggested the Rheem water heater—anyway you'll find it in each house, a "dream" of a heater, too!

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Please send me free helpful booklets on Water Heaters for ☐ gas, ☐ electricity, ☐ oil.

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I ask for ACE COMBS"

"Ace Combs last so much longer that the few extra pennies I pay for an Ace are really a smart investment. They last longer because they're made of genuine hard rubber; with carefully rounded teeth that comb my hair safely, comfortably, smartly."



ACE COMBS, in nine popular styles, are individually packaged for your protection.

Look for
**ACE
COMBS**
at drug and
dept. stores



A quality product of
AMERICAN HARD RUBBER COMPANY
New York 13, N. Y.

BRUNDAGE CONTINUED

still does some fast heel-and-toe walking through the crowded Chicago Loop between his home and his office at the LaSalle. "Don't try to walk with Brundage," his assistant warns. "All you'll get out of it is charley horses and shin splinters."

In preparing for the Olympic events at London this summer Brundage has been involved, as usual, in a whole series of new controversies. The biggest one revolved around the idea of abolishing the Olympic Games entirely, or at least postponing them for a long time, because of worldwide poverty and lack of food. An important section of the British press has been campaigning against the games for the last two years, on the ground that the U.S. is the only nation which can afford to feed its athletes properly. This viewpoint has received support from American sportswriters, including the influential Bob Considine, who wrote, "Unless all signs fail, the United States is going to win the most embarrassing sports victory in its history when its well-fed athletes come up against the underfed or scarecrowish foreign boys at the London Olympiad."

This touchy situation was certainly not eased when Brundage's U.S. Olympic Committee announced plans to supply the American team with such "supplementary provisions" as 25,000 pounds of steak, chops, chicken, turkeys, hams and bacon, 1,000 pounds of butter, 2,500 dozen eggs, 1,200 pounds of coffee, 5,000 pounds of sugar, 15,000 bars of chocolate and 18,000 bricks of ice cream. The ice cream and large amounts of fresh bread (enough to give every American three slices per meal) will be flown across the Atlantic in American planes every 24 or 48 hours. All this will be in addition to what the British hosts will provide for all the teams.

The bickering over food, however, is only a small part of a much bigger question, which is: "Do the Olympic Games cause more international ill will and general hard feeling than they are worth?" There are many vociferous critics of the games, and it is easy for them to point out the endless fights, feuds and unpleasant incidents which have occurred since they were reinstituted at Athens in 1896. Brundage insists the games should go on. "Abolish the Olympics? A preposterous idea!" he snorts. "Would you abolish the Christian religion just because we've had wars since it started? Of course not. Then why abolish the Olympic Games?"

This inspired one of Brundage's critics to remark, "You know, Avery has always made that fundamental mistake—confusing sport with Christianity and himself with the Pope. He thinks he has a divine authority to decide what's right and what's wrong, and who's a heretic."

The religious simile would help to explain Brundage's inquisitorial attitude and his sense of mission. Sport—*amateur* sport, that is—is not fun and games to Avery Brundage; it is a collection of solemn rites performed to dogmas he has spent a lifetime keeping pure.



MR. AND MRS. BRUNDAGE walk on Lake Shore Drive, Chicago's "Gold Coast," where Brundage owns a number of buildings. They married in 1927.



Nearly two million Trico Wiper Blades are on the job in the Hoosier State. But no matter where you are, when blades are old, replace them with TRICO for better driving vision. When it isn't raining, squirt the windshield with the Trico Washer... and wash off the grime and dust which cause glare at night and dim your view by day. See your phone book for "where to buy."



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Skylarker...America's finest manicure implements in a genuine leather case, 7.50*

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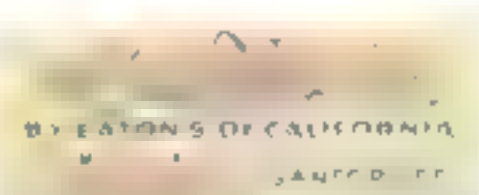
THE ALL-AMERICAN SOAP BOX DERBY

is about to begin. The gang's gathered 'round with friendly pummelings, handshakes, and shouts of "good luck to ya, Joe". Excitement's at fever pitch, for every entry in this great American classic is out to win!

One sure way for you to be a winner (in the wardrobe division, anyhow) is to slip into this super-six sport shirt. It's made in the California manner, and you can't beat the extra sturdy Pacific cotton fabric, built

for long wear and plenty of action. And the smart design—brilliantly printed emblems of Soap Box Derby Day—rates a cheer on its own.

These fine shirts come in three handsome background colors . . . tan, maize, blue. All fast colors, all Sanforized* to eliminate washing worries. Sizes 4-18. About \$2.95 at good stores everywhere. Write us for the name of the store which is nearest your home.



*Read all instructions on label

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PACIFIC
FABRIC

Look for the Pacific label also on
Pacific Balanced Shorts, Pacific Sport
Cloth, and on Pacific Super-sorb Towels

PACIFIC MILLS, Cotton & Rayon Division, Dept. C6, 214 Church Street, New York 13, N.Y.



Lazybones

The type who isn't living until he's sleeping. With the Englander pampering every bone, he leads a heavenly night life.



Bird Dog

On the deep slumber trail, and very nice going on the Englander.



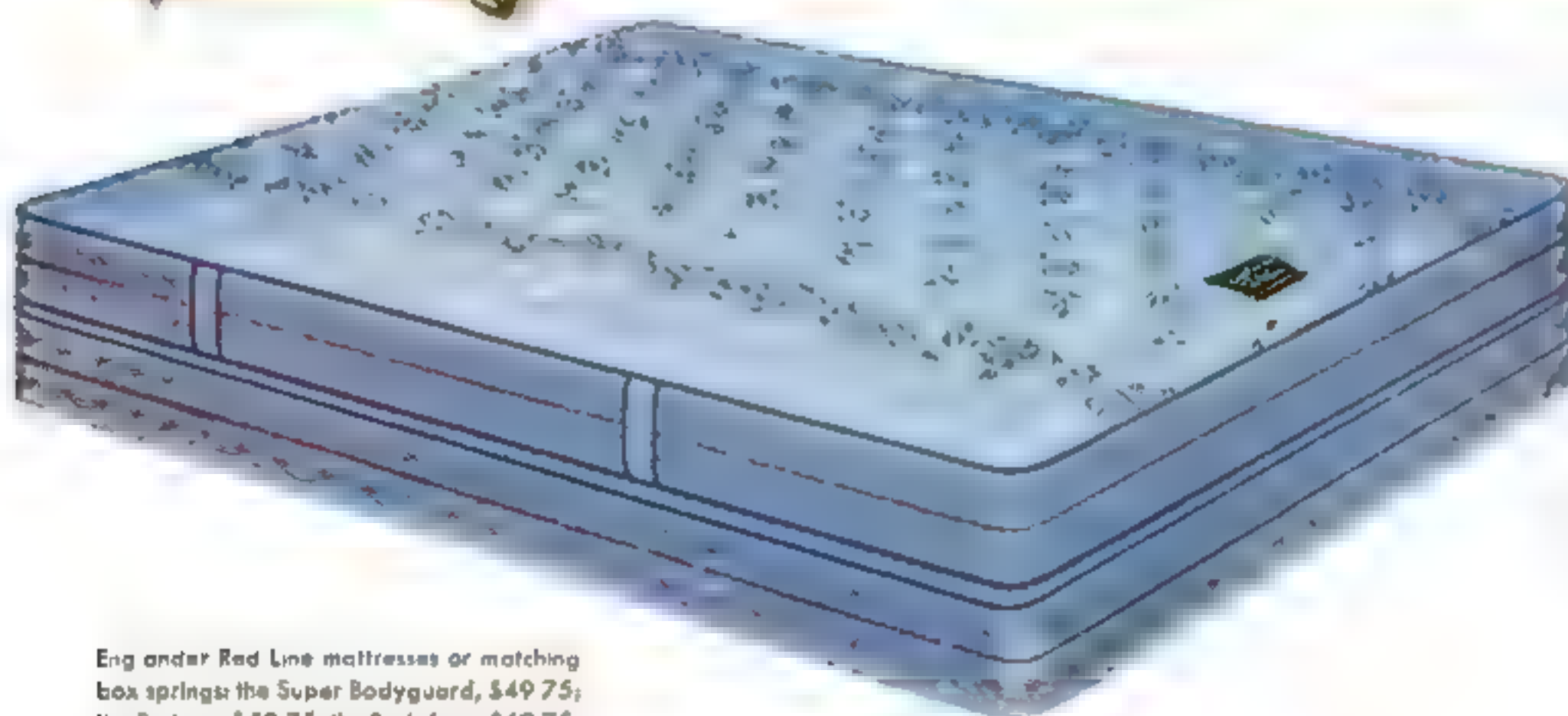
Jitterbug

She fidgets furiously but the Englander's upper layer of free-floating springs gently cushions every fidget. The upper layer fits her shape, the lower layer supports her weight.

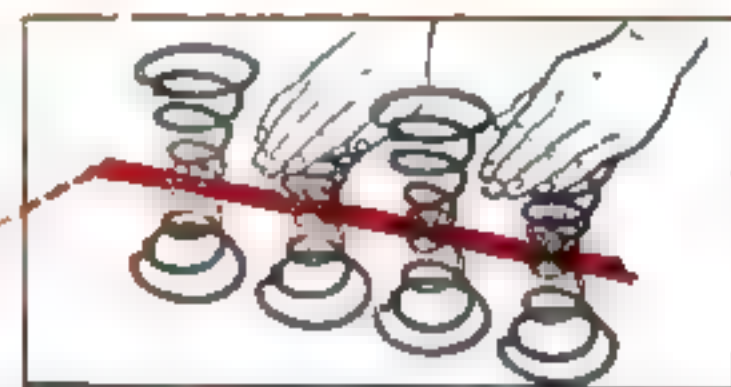


greatest improvement since the innerspring mattress

COMPLETE COMFORT FOR EVERY KIND OF SLEEPER



Englander Red Line mattresses or matching box springs: the Super Bodyguard, \$49.75; the Fortune, \$59.75; the Bodyform, \$69.75; the Continental, \$79.75. Other Englander mattresses as low as \$29.75.



1. Upper layer fits your body
2. Lower layer fits your weight

The Englander Red Line Mattress provides, for the first time, the *two* types of support every sleeper needs.

Only the Englander gives you this *double* support: a top layer of springs to fit every contour of your body, a lower layer to fit your weight.

See, in the diagram above, how the springs are not tied together at top or bottom by wire or cotton sacks, but are joined *in the middle* by a flexible ribbon of steel (an exclusive Englander Red Line feature). Springs act independently, giving you comfort not found in any other mattress. It eliminates roll-to-the-middle when "sleeping double," regardless of weight difference.

See the Englander at fine furniture and department stores—the only mattress with the Red Line.



The Log

Once he's down he's out. You, too, can sleep like a log on the Englander—with every part of the body gently yet firmly supported.

Ballerina

The Englander has a free-floating comfort to match her light floating contours.





AS PETER PAN, PHYLLIS CALVERT FLIES IN THROUGH AN OPEN WINDOW TO WATCH THE SLEEPING WENDY AND BROTHER. NOTE THE THIN WIRE HOLDING HER UP

PHYLLIS CALVERT

British actress hangs from wire
for stage revival of "Peter Pan"

Flying through the air in the picture above is English Movie Actress Phyllis Calvert, who also appears on LIFE's cover. Miss Calvert returned to the stage last winter to play Sir James Barrie's Peter Pan, the little boy who never grew up. Since Peter is called upon to do a good deal of flying in the play, Miss Calvert was rigged up in an apparatus which moved her 126 pounds through the air with little difficulty, while the actress herself concentrated on looking ethereal. Before the play opened Miss

Calvert thoughtfully inserted into the script a line saying that children cannot fly unless they have previously been sprinkled with fairy dust. This was done to discourage younger playgoers from jumping out windows in an attempt to emulate Peter and is reported to have worked successfully.

Miss Calvert leaves England regularly once a year to act in Hollywood, will shortly be seen on U.S. screens in an American-made movie, *My Own True Love*, and an English one, *Broken Journey*.

FEEL Athletic...

LOOK Athletic...



But **don't** have

"Athletic Aroma"



**No soap stops it long! Be SURE
—with this LOTION deodorant**

Miss Steno, take a note. You too, junior. You don't have to be an athlete to be guilty of "Athletic Aroma." But you can avoid it easily now, with a discovery by Barbasol's skin scientists—a new, different deodorant created expressly for men,

in LOTION form! Clean, easy to use—no muss, no goo! Vanishes instantly yet banishes odor at least 24 hours. Costs little; only a few drops a day needed. *Absolutely harmless to skin and clothes.* Start using it today! Price: 39¢ plus tax.

Confidentially—

Barbasol
LOTION DEODORANT

Checks Perspiration • Stops Odor



FOR BEST RESULTS:

shave with Barbasol



Use it also for soothing relief of sunburn, windburn, insect bites, itching.

Phyllis Calvert **CONTINUED**



MOTHER AND DAUGHTER disport at Miss Calvert's country home in Gloucestershire, which is stocked with chickens, a rabbit and two Pekingese



ages. Her husband is Peter Murray III, an actor (he played Captain Hook in *Peter Pan*) and a florist who operates a small "backshop" in London's Chelsea.

CONTINUED ON NEXT PAGE

TIP ON GOOD GROOMING

DAN RIVER'S

SOVEREIGN

OXFORD SHIRTING

● Here's an Oxford with the accent on Quality! Slip into this shirt and see for yourself what a difference premium combed cottons make. Notice the lustre, the supple drape, the rich feel. And depend on it to look and fit like this, its whole long life. It's Sanforized* for shrinkage control. Look for the Dan River label in Sovereign Oxford shirts and shorts for men and boys at your favorite store.

Dan River Mills, Inc., Danville, Va.

*Fabric Shrinkage less than 1%.

REMEMBER FATHERS' DAY
SUNDAY, JUNE 20



Let This Man
Come In...



HE'LL DO A FULL 10-POUND
WASHING FOR YOU—FREE!

Dear Madam:

Your Launderall Automatic Washer dealer will do your next wash—FREE! Just make a date to bring up to 10-pounds of soiled clothes into his showroom. See Launderall's exclusive Double-Tumble action in operation—see how much cleaner it gets your clothes—see how little soap and hot water is needed! Once you know how easy it is to wash in a completely automatic Launderall, you'll agree with over 125,000 owners who say "Launderall is best!"

L. L. Jacobs Co.



ONLY LAUNDERALL GIVES YOU
DOUBLE-TUMBLE ACTION
FOR CLEANER, WHITER CLOTHES!



DETROIT 32,
MICHIGAN

by Jacobs



Phyllis Calvert CONTINUED



MISS CALVERT VACATIONS all she can with her husband and daughter Ann Auriol, 5, at their country home. An independent since a break with British Movie Magnate J. Arthur Rank, she will make a comedy in Italy this summer.



IN NEW MOVIE, Paramount's *My Own True Love*, Phyllis Calvert plays a demobilized A.T.S. girl who cannot decide whether to marry Melvyn Douglas (above) or his son. Ultimately she chooses Douglas and the son goes to college.

Your Shoes
are Showing!



Embarrassing, isn't it?

YOU NEED **SHINOLA**



● In SUMMER, Shinola White will keep your shoes really white and new-looking. This scientific white shoe cleaner is made of the whitest white pigment available. And all YEAR ROUND, there's a Shinola product for every type and color shoe. You'll find it pays to KEEP 'EM SHINING WITH SHINOLA. In Canada it's 2-in-1

PINAFORE CHICKEN
ONE WHOLE



Pre-cooked
Ready-to-eat

SAFE EYE-GENE

Relieves TIRED EYES in SECONDS!

Wonderful EYE-GENE! Just two drops in your eyes that are tired or irritated from wind, glare, overwork, lack of sleep, reading, driving or movies—will relieve, rest, refresh, clear them in seconds. Use it every day. EYE-GENE is safe and gentle. 25¢, 60¢, and \$1.00 in handy eye-dropper bottles at Druggists everywhere. Insist on EYE-GENE!



Wary, irritated
one minute...



Relieved, rested,
cleared the next

BULOVA

Gift of a Lifetime



HIS EXCELLENCY "TW"
21 jewels. Also available
in pink and in white.
\$71.50

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available in white.
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HER EXCELLENCY "U"
21 jewels. 14 kt. gold.
2 diamonds.
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Other "Her Excellency"
and "His Excellency" watches,
21 Jewels, from \$49.50 to \$195.00

WALTON
\$24.75

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17 jewels. Also
available in yellow.
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21 jewels. 14 kt. gold.
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17 jewels.
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For Weddings, Anniversaries, Birthdays, Father's Day

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no finer watch than a Bulova**

Whatever the occasion, as your gift choice, select the choicest of gifts—a BULOVA Watch. No other gift will be so appreciated . . . will serve so faithfully as a reminder of your affection.

For its unexcelled dependability—for its brilliant styling—for its unmatched value—more Americans give BULOVA than any other fine watch in the world.

See the magnificent selection of new BULOVA Watches—today! Priced from \$24.75 to \$2500. At better jewelers' everywhere!

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All Prices Include Federal Tax

BULOVA

America's Greatest Watch Value



Some Decisions are Mighty Pleasant!

No matter what your vacation plans are, the "best" place for a vacation depends on your own personal taste.

The "best" *whiskey*, too, is the whiskey that best pleases your taste. So we do not say that

the subtle difference in the flavor of Hunter will *necessarily* make it your favorite.

But try it! For thousands of men who have tried Hunter once, have liked it instantly—and today prefer it to all others.

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First over the Bars

HUNTER-WILSON DISTILLING COMPANY, INCORPORATED, LOUISVILLE, KENTUCKY. BLENDED WHISKEY, 92 PROOF. 60% GRAIN NEUTRAL SPIRITS



STAGE MANAGER COUNTS THE HOUSE AT PEEPHOLE

Life Goes to a Community Theater in Lake Charles, La.



REHEARSING FOR A PLAY, DIRECTOR ROSA HART (CENTER) COAXES EMOTION OUT OF TWO PIGTAILED ACTRESSES. EVERYBODY DROPS IN TO WATCH REHEARSALS

A WHOLE TOWN PITCHES IN TO ENJOY THE SWEET TORMENTS OF SHOW BUSINESS

Lake Charles, La., is 1,498 miles from Broadway, but as a theater center it beats Broadway hands down. A high percentage of Lake Charles's 34,400 citizens are stage struck, having fallen under the spell of its community theater which this May wound up its 21st season. Like many of the 1,800-odd community theaters throughout the country, this Louisiana group depends on the free services of every butcher and banker in town to help put on their shows. But Lake Charles goes the others one better. Instead of restricting its casts to a

small, practiced group it uses a whole new set of actors for each of its five annual productions. Many of the people who act have never gone to a professional theater. But the productions for all that are surprisingly good and expert, like last month's play, *The Great Big Doorstep*, which was being worked on when LIFE went down to visit Lake Charles.

To keep the theater running there is, of course, a permanent staff, headed by a lady who was the first girl college cheerleader in America (p. 138).

The president is a wholesale grocer, the set designer an X-ray technician, the stage manager was a freight agent. The 265 seat theater was a Wells Fargo stable. The 1,200 members pay \$5 a year in dues, which includes tickets for the five shows. The theater has never lost money. Sooner or later almost everybody in Lake Charles seems to get a chance to act, move scenery, sell tickets and enjoy the sweet torments of show business. But what they also enjoy, consciously or not, is one of America's liveliest experiments in cultural democracy.



RECRUITING ACTORS, Rosa Hart and Casting Director Hannah Chalkley swoop down on Vic Leglise, cigar-store owner. Vic did not act but played 'geetar' backstage.



GETTING SCENERY, eager theater hands dismantle Cajun shack near town which they heard was to be torn down. They toted it piecemeal to theater, set it up on stage.



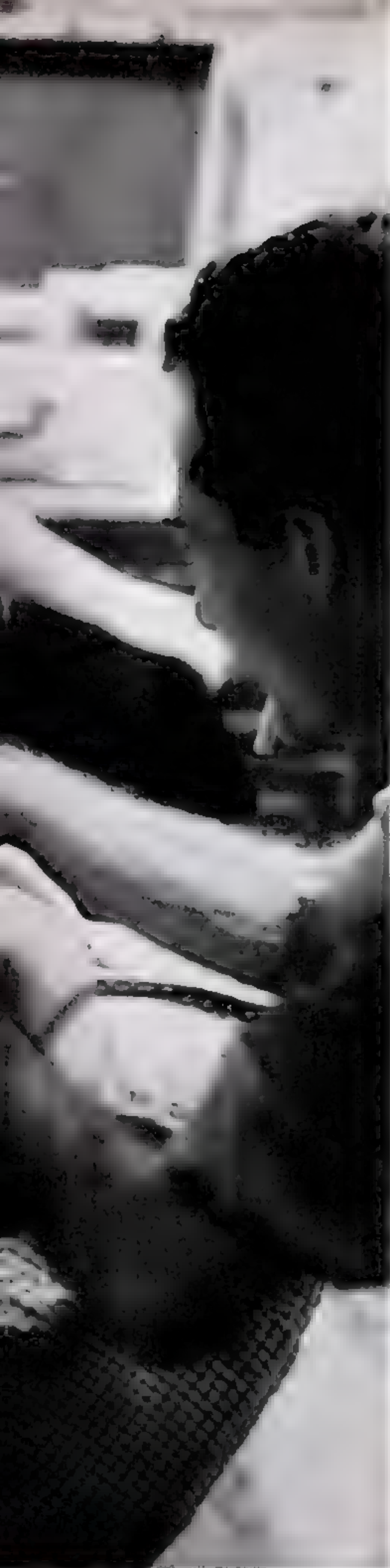
CHOOSING PLAYS is done by theater's committee at meeting held on the porch of Mrs. T. D. Dees. Following an old Southern custom, she serves mid morning coffee.



WORKING ON SET, Designer Lillian Reed (left) and Jerre Cline climb high to festoon Spanish moss on the roof of the Cajun shack which has been reassembled on stage.



MAKING UP for his 30-second appearance is the youngest actor in show, 4½-month-old Gene Cuvy Jr. Another baby played this heavy role at alternate performances. When



the part required offstage crying, phonograph record of a baby squalling was used because happy Gene never cried.



HUNTING FOR COSTUMES, Madame Richard ransacks the attic of her home which contains, among other

rarities, her father's Civil War musket (left). She spoke lines in French, added new ones every night of the show.



CLEANING UP THE THEATER is a job awarded to young members of the Sibley family, who live next door

to theater and regard it as a glamorous privilege to be allowed to crawl under seats and pick up scraps of papers



"THAT'S EXACTLY RIGHT," SHOUTS DIRECTOR ROSA TO ACTORS AS THEY REHEARSE PLAY'S LOVE SCENE

EBULLIENT ROSA HART COACHES ALL THE SHOWS

The big push behind Lake Charles Little Theatre is an ample, boisterous, rather wonderful lady named Rosa Hart who was a cheerleader at Tulane, a schoolteacher, an insurance broker and now works in a movie booking office. She has always been the theater's director. She has never studied direction, never acted professionally. But she has a real instinct for the theater. Although Lake Charles helps out mightily, it knows enough to get out of Rosa's way when she starts rolling. This

theater is run with a minimum of rules and hot air," proclaims Rosa, and the town, which loves her, agrees it's a good way. Like all other members of the staff, Rosa has always worked without pay. The plays she puts on are generally Broadway plays with big casts to give a lot of people a chance to act. "I don't want actors," cries Rosa, "I want homefolks." And when the homefolks come hesitantly in, she makes actors out of them, putting on a considerable performance herself while doing it.

Community Theater

CONTINUED




CARRIED AWAY by watching character in rehearsal scratch another character's foot, Rosa rubs her own.



"WIDER, WIDER," yells Rosa to an actor on the stage who attempted to get a billiard ball in his mouth.



"NO, NO, that won't do," sighs Rosa at badly spoken line. As temperature rises so do her seersucker slacks.



WONDER-BUY
FOR \$29⁹⁵

Room
Size

Glamorug

WITH ALL-WOOL FACE!

YOU HAVE to see Glamorug—to believe it!

At last—a soft, rich, wool-surface rug—in the big 9' x 12' size—for only \$29.95! A price that will floor you—beautifully!

No wonder women all over America are buying two or three Glamorugs at a time—to replace shabby rugs, to cover bare floors. You'll want two or three yourself—when you see how lovely, how luxurious Glamorugs look!

Smartest new patterns—decorator colors! Choose from fashion-wise designs and shades

you've seen in woven rugs that cost triple the Glamorug price!

Glamorug promises you real wear! 101,653 factory workers wear-tested a Glamorug—tramped over it in all weather. After wet-shampooing, Glamorug still kept its soft surface—had no worn-through spots. Colors resisted fading!

So many uses for Glamorug! Lovely and gracious for living room, dining room, bedroom. Warm and friendly for children's rooms. Pick your spot—pick your Glamorugs. And see the wonderful difference!





*Creamy rich!
Full Flavored!*

FRESH CHERRY ICE CREAM

1 can Ten-B-Low 1 cup water 1 cup crushed sweetened cherries
1/2 cup whipping cream
a can makes a quart

1. Set refrigerator control to coldest temperature
2. Place Ten-B-Low in a mixing bowl and gradually add 1 1/2 cups water and 2 teaspoons of vanilla. Mix thoroughly
3. Transfer to freezing tray of refrigerator and freeze until just completely frozen. You need add only water and flavoring to Ten-B-Low because each can contains all the sugar, heavy-flavored whipping cream, milk and egg yolks you need for extra-rich ice cream.
4. Spoon frozen Ten-B-Low into chilled bowl. Whip to consistency a little softer than creamy mashed potatoes. Stir in crushed, sweetened cherries.*
5. Return to freezing tray and freeze. As soon as all there is to it—nothing to add but flavoring and the water is removed. Ten-B-Low is NOT a powder, NOT a so-called mix, NOT a gelatin, but a genuine ice cream in heavy concentrated form! Get several cans of Ten-B-Low today!

*Any fresh frozen or canned fruit may be substituted for cherries in above recipe

There are so many wonderful flavor combinations that go with Ten-B-Low. For a list of delicious drop-in combinations, see the list on the back of the can. Or, just use your imagination!

*Easy making!
Delicious tasting!*

Real home-made
ice cream . . . any flavor
you want!



Richer Than Whipping Cream, milk, sugar and egg yolks are in a can make a quart of delicious home-made ice cream. Are 10 cans of Ten-B-Low. Get several cans of Ten-B-Low today! Your family will love it. You can use it in many ways. It can be frozen or thawed.



Chocolate Ice Cream. Follow directions above, except in Step 2, blend 2 squares of bitter chocolate (or 2 tablespoons of cocoa) with 1 1/2 cups warm water and add gradually to Ten-B-Low. No cherries, of course, in Step 4.

Ten-B-Low
CONCENTRATED REAL ICE CREAM



Banana Ice Cream. Follow directions above for making Cherry Ice Cream. But in Step 3, instead of cherries, substitute 2 well ripened, crushed, sweetened bananas

FIRST NIGHT WAS HOT BACKSTAGE



BETWEEN THE ACTS prop girl fans Madame Richard. The play is about Cajuns, the old bayou French people. Madame is billed as "Nags Do' Nabuh."



ELECTRICIAN T. B. Hutchins, a produce-company worker, handles all the lights for every show. He improvised good spotlights from carboard carpet rolls.



AWAITING CUES, two composed actresses, Lady Marilyn Qualls and Carola Theriot, blow bubble gum while Florian Levy goes over lines with prompter.

CONTINUED ON NEXT PAGE

GAY YOUNG THING:

Oh good! Hot dogs and mustard!

WORLDLY-WISE ONE:

You mean hot dogs and good mustard!



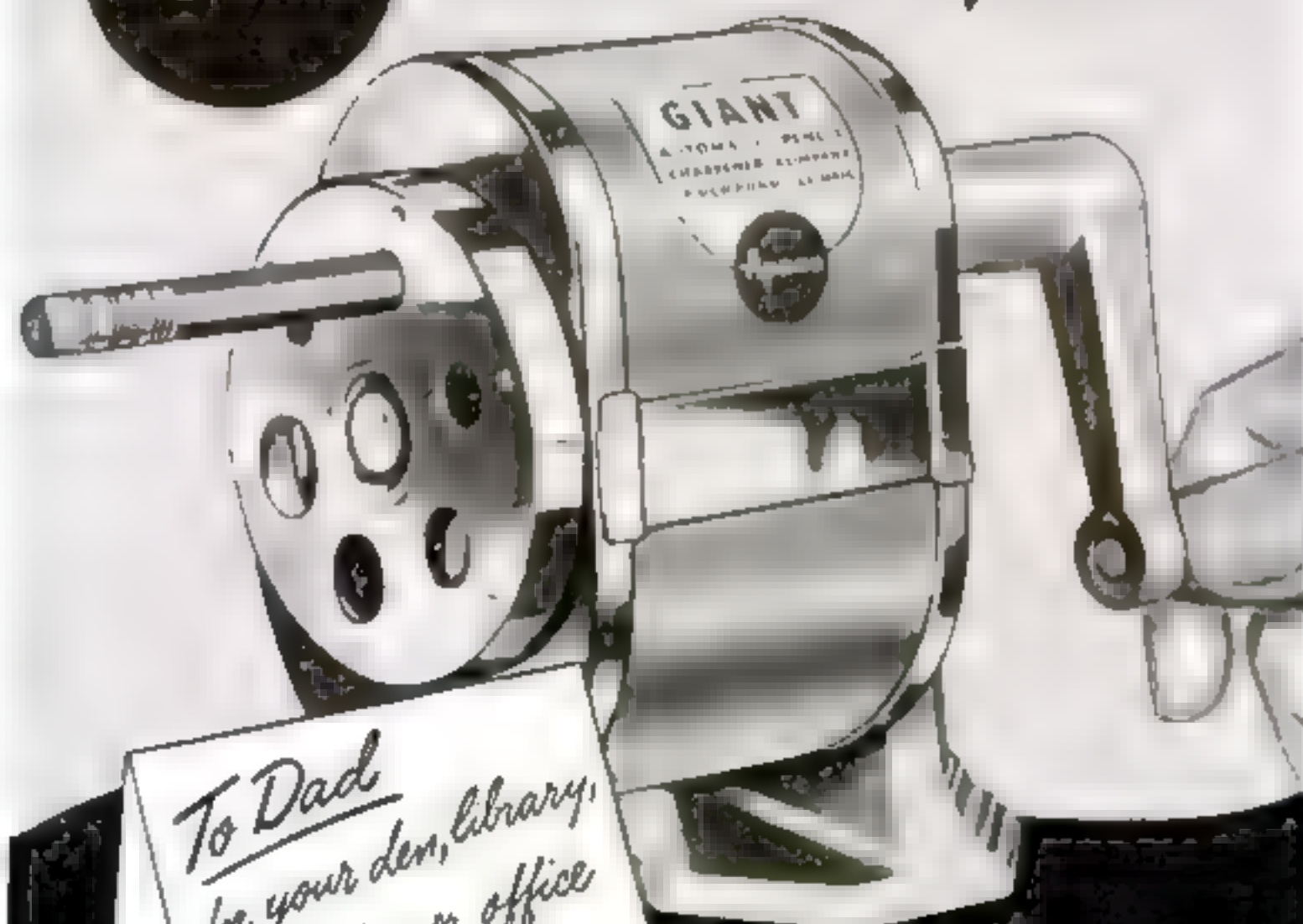
EXCITING MUSTARD DISCOVERY~ Best Foods Mustard with Horseradish

Trust Best Foods to bring you a mustard *plus!* Not just mustard—but *keen, true-tang* mustard spiked with a delightful dash of horseradish! Perks up your favorite mustard recipes like magic. *Anything* you like with mustard, you'll like *better* with Best Foods Mustard-with-Horseradish. Get a jar—today!

MADE BY THE MAKERS OF HELLMANN'S AND BEST FOODS REAL MAYONNAISE



Apsco Pencil Sharpeners



*To Dad
for your den, library,
workshop or office*



Apsco "Premier" with automatic feed. \$3.75



Apsco "Dexter Deluxe". Smart styling. \$7.00



Apsco "Chicago" with new features. \$2.00

The gift all the family can use

The useful gift for Father's Day... the new Apsco "Giant" Pencil Sharpener. Dad will use it often every day... and so will the entire family! At stationery departments everywhere—\$2.50.

AUTOMATIC PENCIL SHARPENER CO., World's Largest Producer of Pencil Sharpeners ROCKFORD, ILLINOIS • LOS ANGELES • TORONTO

Burgess Meredith, distinguished star of stage and screen, and member of the Aqua Velva After Shave Club.

Join
**Burgess
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IN ONE OF THE WORLD'S
FOREMOST CLUBS



You'll enjoy your membership in the Aqua Velva After-Shave Club. Aqua Velva rescues the hastiest shave. It tingles your skin to a healthier glow . . . its most agreeable scent is a pleasure to have around. It's good before and after electric shaving, too. Pick up a bottle of Aqua Velva today.

A FEW OF THE MEMBERS

Wilfred Pelletier John Erskine Norman Rockwell
Major George Fielding Eliot Sir C. Aubrey Smith



DAD KNOWS THE NAME . . .

Evans Slippers
HAND TURNED

. . . so he'll know you gave him the best!



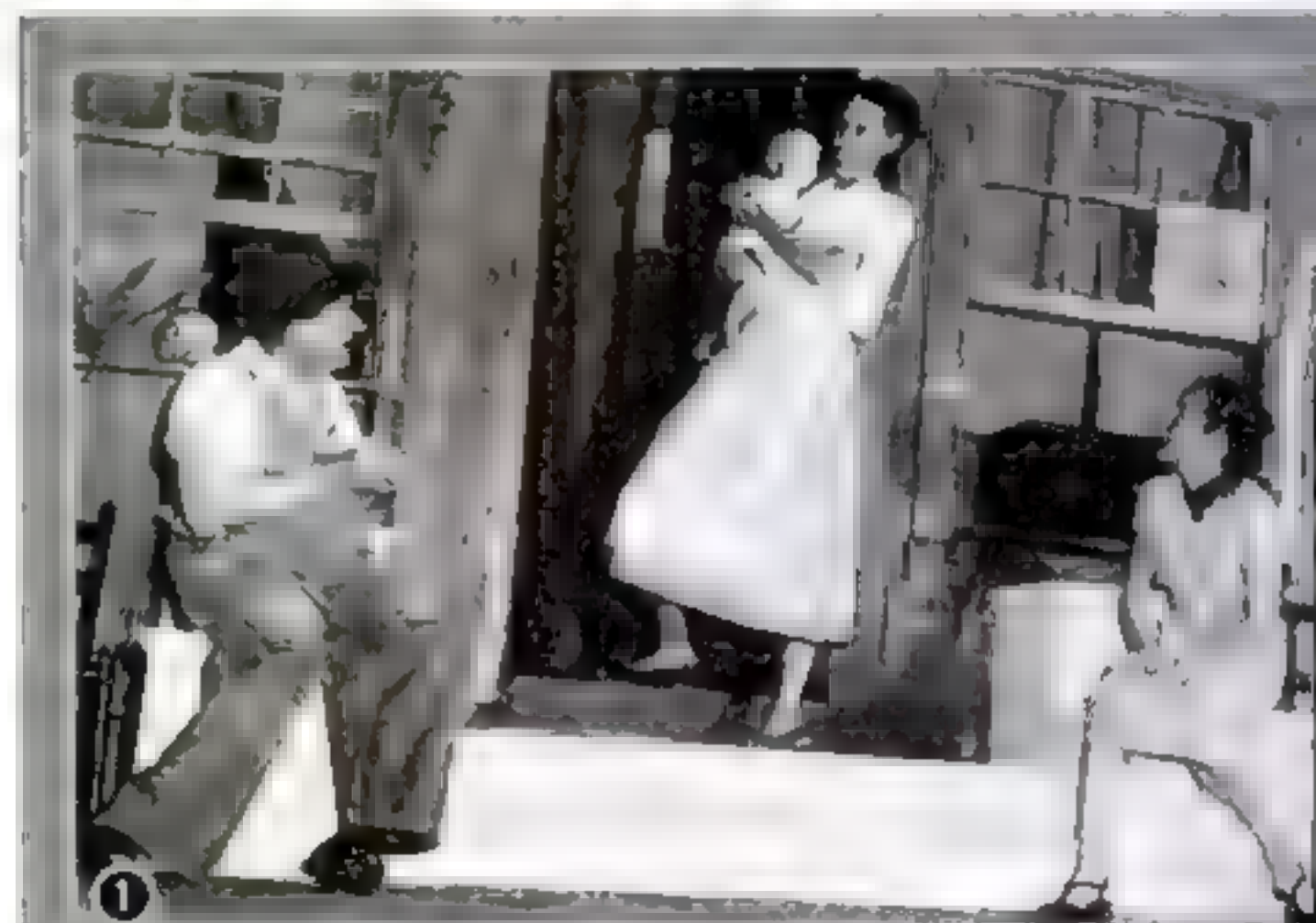
Since 1841 *Your guide to the best in Men's Slippers*

L. B. EVANS' SON COMPANY • Wakefield, Massachusetts

Community Theater CONTINUED
TOWN'S FIRST-NIGHTERS SEE

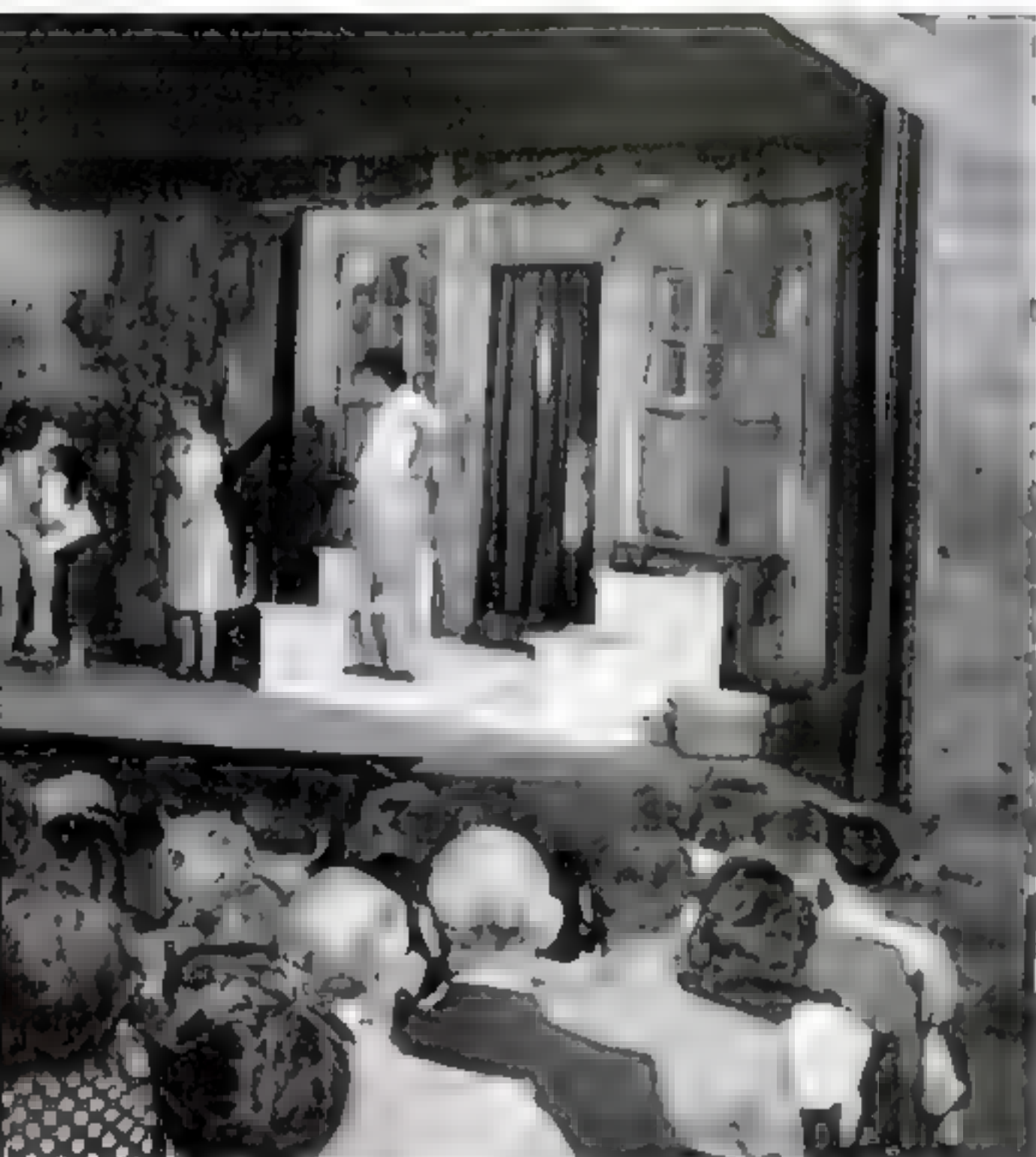


FIRST-NIGHTERS found play *The Green Big Doorstep* by Frances Goodrich and Albert Hackett, had a special meaning for them because it is about a



THE PLAY is about the happy-go-lucky Crochet family. Picture No. 1 Papa Crochet talks with his wife in front of his ramshackle house, whose only proud feature is a big white doorstep which had come floating down the river. No. 2: Crochet's son, who put a billiard ball in his mouth, cannot close his

COMEDY ABOUT CAJUN FAMILY



poor Cajun family that lives in the Lake Charles region of Louisiana. The play was a failure on Broadway in 1942 but a resounding hit in Lake Charles.



jaw. No. 3: Uncle Dewey writes a check so the Crochet family can buy a house to go with the doorstep. The check turns out to be no good but the family makes money by selling Mama's lilies and moves away. No. 4: As Papa scratches himself for a last time on the house, the whole thing falls down for a rousing finale.

CONTINUED ON NEXT PAGE



Mmmmm,
KING
Friendly Flavor

4 Reasons Why Millions Prefer KING..America's Premium Blend

1. King is produced by the distillers of famous Old Forester!
2. New, improved formula for extra smoothness, friendly flavor!
- *3. King Black Label contains 40% Straight Whiskies, 6 years or more old—blended with the finest grain neutral spirits!
4. Fine Kentucky blending, backed by one family, one tradition for quality for 78 years.

And Remember **KING** IS PRODUCED BY THE
DISTILLERS OF FAMOUS OLD FORESTER

Brown-Forman
DISTILLERS CORPORATION
At Louisville in Kentucky



*KING BLACK LABEL. Blended Whisky. The straight whiskies in this product are 6 years or more old. 40% straight whiskies; 60% grain neutral spirits. 86 Proof
KING RED LABEL. Blended Whisky. The straight whiskies in this product are 57 months or more old. 30% straight whiskies; 70% grain neutral spirits. 86 Proof
OLD FORESTER. 100 Proof. Bottled in Bond. Kentucky Straight Bourbon Whisky.

Marked Man

Give Dad Ultragram—SWANK'S newest creation with beautiful hand-crafted pierced initials—and you're marked him a man of discernment. This handsome Tie Klip blends the smart look of SWANK craftsmanship with the bold look that is today's fashion keynote. His own initials lend the personal touch he will always treasure. \$2.50



Don't forget
FATHER'S DAY
June 20th

Men prefer
SWANK

SWANK — © Swank, Inc., Attleboro, Mass.

Always look for the name SWANK on all our products.

Community Theater CONTINUED



OPENING NIGHT brought a capacity audience of 265 plus standees. Theater front still bears the Wells Fargo "Stables" sign above the ox-yoke lights.



LAKE CHARLES SOCIETY always turns out for the openings, which are important events. These four are charter members of the community theater.



AT SIDE DOOR are drama lovers who could not jam into building. Play was scheduled for six performances but was such a hit an extra one was added.



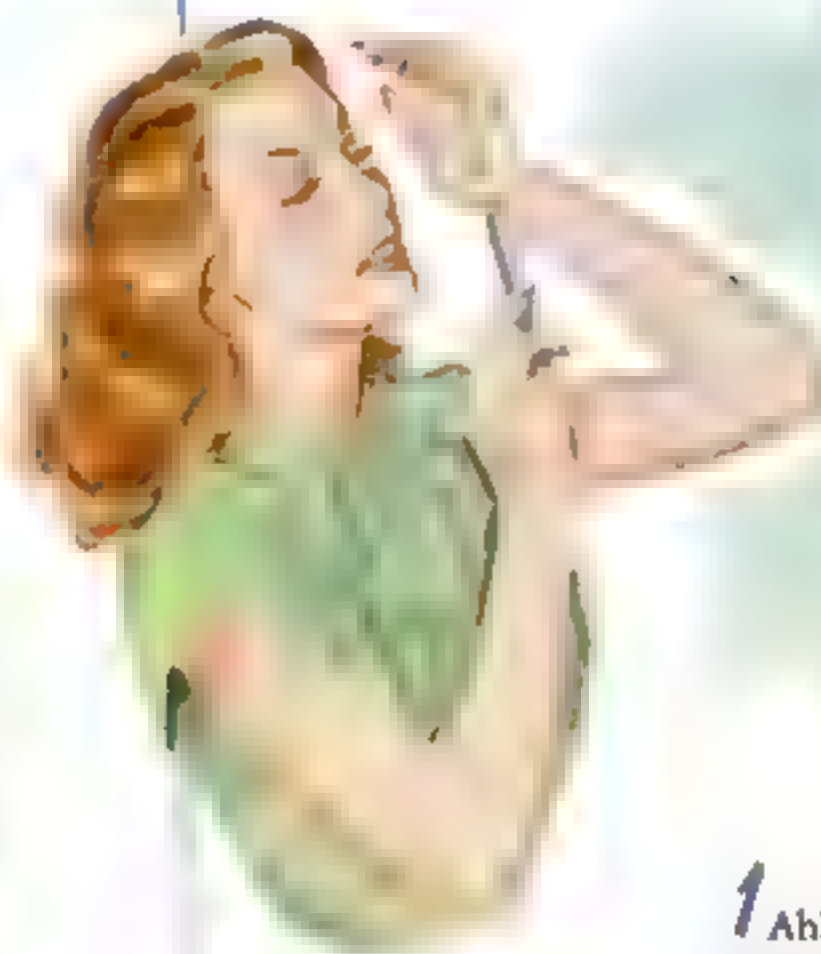
You get something extra out of ale . . . Carling's Ale. Extra flavor, for instance. Light body, pale gold color, creamy head, clean dry taste.

Great expectations...great refreshment.
Let the Red Cap remind you to take Carling's along.

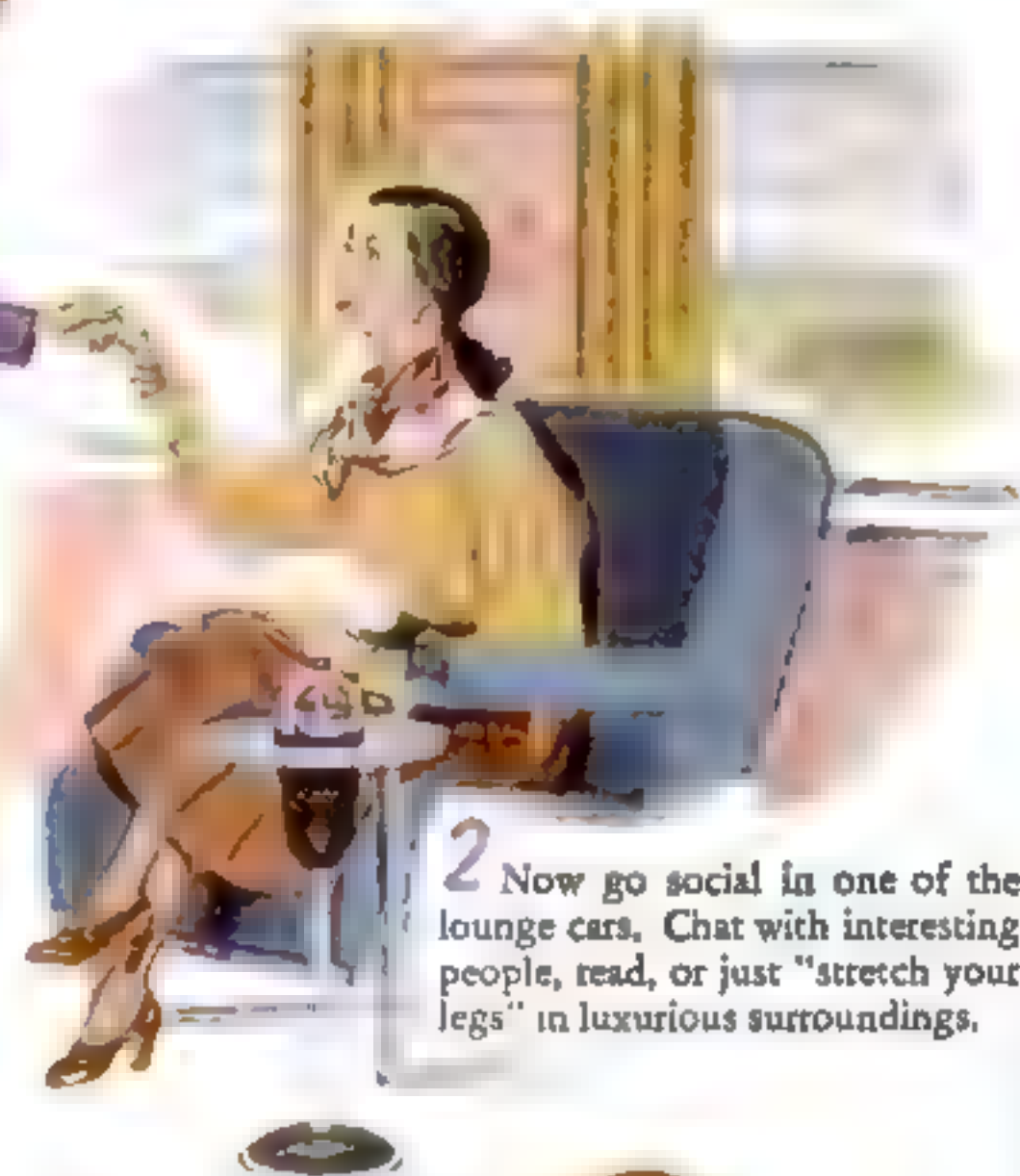
The Lady Takes a Trip on the Santa Fe



This could be you . . . off to the West or Southwest on a fine Santa Fe train. Your first impressions will be the gleaming freshness, friendly service, colorful luxurious interiors.



1 Ahhh, shut the door on the rest of the train and relax in roomy privacy. Your enclosed space has toilet facilities, wash basin, mirrored cabinet . . . everything for day and night comfort.

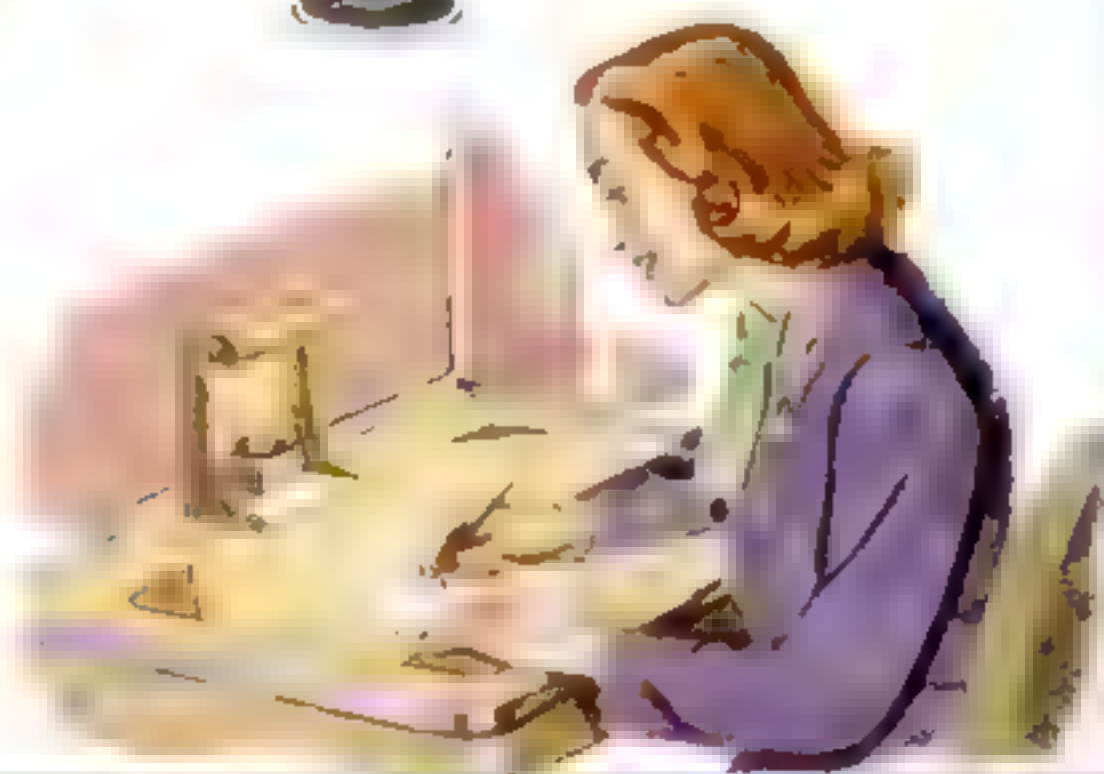


2 Now go social in one of the lounge cars. Chat with interesting people, read, or just "stretch your legs" in luxurious surroundings.



3 Time to eat in a beautiful dining room on wheels. Famous Fred Harvey cuisine is food at its best, carefully served in gracious surroundings and appointments to do you proud.

4 You sit in the observation car while time and the fabulous scenery of the Santa Fe country whiz by. Isn't all this something to write home about?



5 Now to bed, and what a bed! Before you drift to sleep, a few chapters. Light's just right. Flick your finger to adjust temperature as you like it; get soft music too, if you wish.



Yes, ma'am, Santa Fe service is really something these days! And when you go Santa Fe all the way, anywhere West or Southwest, your comfort, going and coming, is a memorable part of the trip. We hope you'll ride with us soon.



SANTA FE SYSTEM LINES . . . Serving the West and Southwest



INVENTOR GILPIN RISKS NEW SUIT TO SHOW OFF HIS NEW MOTORBOARD



LOAFER'S SURFBOARD

It runs by electricity instead of muscles

The dapper man riding the motorized plank in the picture above is Joe Gilpin, a Hollywood inventor who after four years of hard work has managed to take the exercise out of bathing and the waves out of surfboarding. Mr. Gilpin has done this with something he calls the Motorboard. It is a plywood hull 12½ feet long and 7 inches thick powered with a battery-driven electric motor mounted in a watertight compartment. The board will go 7 mph, can be steered and, as shown in the picture above, is sufficiently stable and seaworthy that riders need worry only slightly about getting wet. Outside of the Hollywood private pool and pond market, Gilpin expects to sell most of his motorized boards to hotels, beach concessions and summer resorts where people like water but not exercise. He also expects to sell a few to genuine surf riders willing to pay \$345 to avoid the labor of paddling out to the big breakers.

CONTINUED ON NEXT PAGE

*Better
Cocktails
with less work*

Don't do it the hard way. Do it
the Heublein way! Serve professional
cocktails at home ... superb cocktails
made of the finest liquors
by cocktail specialists. Just ice and serve.
Eight kinds at your local liquor store.
G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.

60
proof

HEUBLEIN'S *Club* COCKTAILS

Reg. U. S. Pat. Off.

The
magnificent
new Dunhills
are here



Rhodium Plate... 10⁰⁰

** Silver Plate 12⁵⁰*

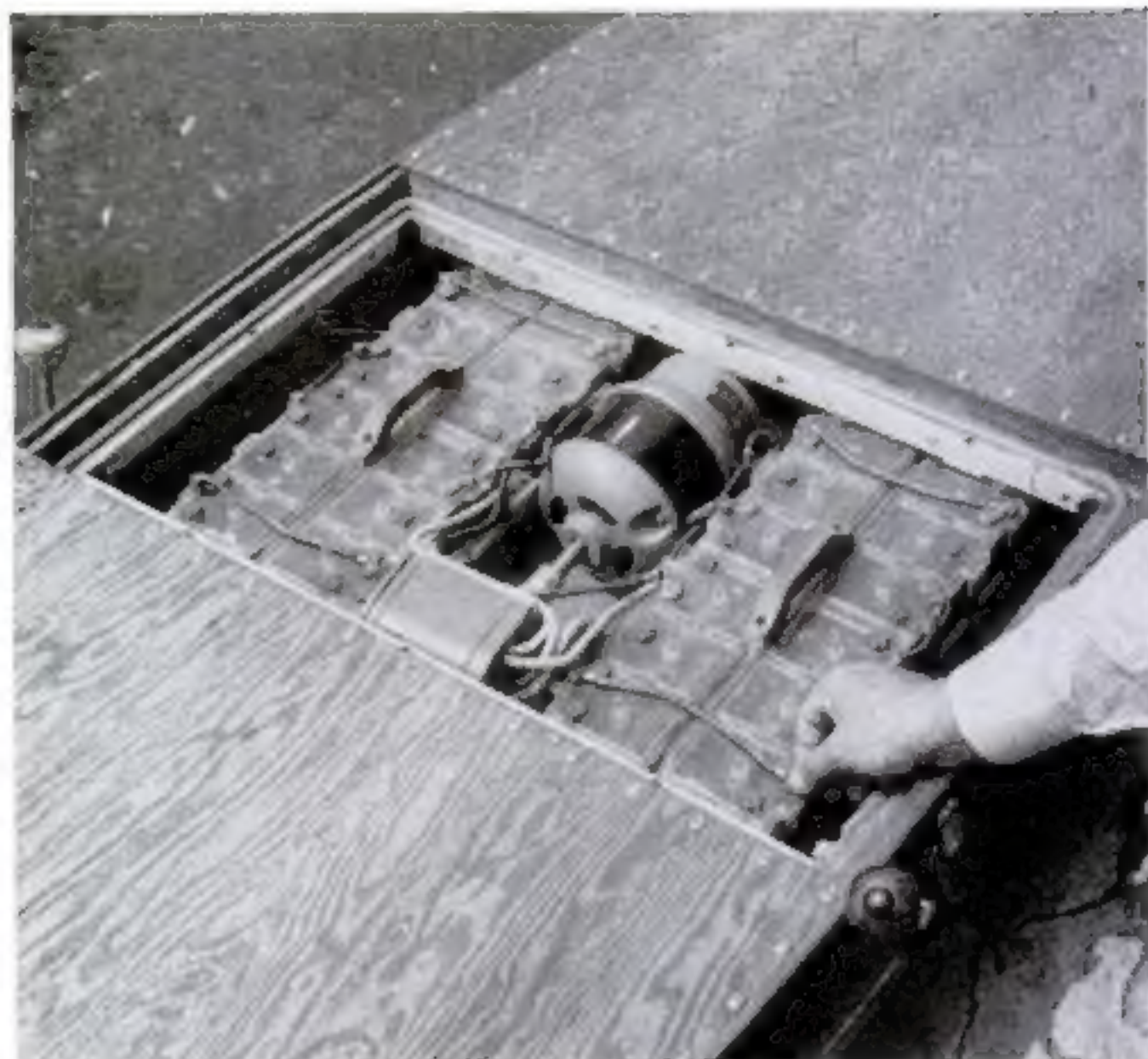
** Gold Plate 15⁰⁰*

Fashioned like fine jewelry, the Dunhill Rollalite is a masterpiece of precision. There is nothing to compare with its smooth roller action, its simple flint replacement, its classic beauty. Now in smart, heavy-ribbed vertical or diagonal models, regular or small size . . . At fine stores everywhere. Alfred Dunhill, 660 Fifth Ave., N.Y.

dunhill

*plus fed. tax

Loafer's Surfboard CONTINUED



MOTORBOARD'S MOTOR is driven by eight storage batteries which last eight hours and can be recharged overnight. Whole board weighs 164 pounds.



SIMPLE OPERATION of Motorboard is shown by Warner Brothers' Patricia Northrup. Lever in left hand works motor, lever in right hand works rudder.



SUNBATHING is easy because board is big and stable. It is also a fine diving platform. Body being baked here belongs to Warner Brothers' Phyllis Coates.

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For Men of Distinction... **LORD CALVERT**

Tonight, enjoy the finest-tasting highball you have ever known . . . a highball made with Lord Calvert. For this distinguished whiskey . . . so genuinely pleasant . . . so rare, so smooth, so mellow . . . is favored by those who appreciate

the finest. And as a gift, Lord Calvert is ideal, because this fine whiskey also expresses the cordial compliment, "To a Man of Distinction!" Now packaged in a royal blue carton, Lord Calvert makes a welcome gift for all occasions.

LORD CALVERT IS A CUSTOM BLENDED WHISKEY, 86.8 PROOF, 65% GRAIN NEUTRAL SPIRITS. CALVERT DISTILLERS CORP., NEW YORK CITY

**MORE PEOPLE ARE SMOKING CAMELS
THAN EVER BEFORE!**

Father's Day
JUNE 20

CAMELS

CAMELS

CAMELS
Choice
Tobacco

**GIVE DAD
A CARTON on
Father's Day**
SUNDAY, JUNE 20

Look at that handsome, colorful Father's Day carton — with a "gift card" right on the top. There's one reason why so many people are giving Camels — by the carton! You know dad will enjoy them — because more people are smoking Camels than ever before. With millions of smokers who have tried and compared . . . cool, mild Camels are the "choice of experience"!

CHOICE OF EXPERIENCE

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BLEND
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